

# 2019 Public Lands Alliance Convention and Trade Show

February 24 - 28, 2019

Denver, Colorado

Request for Session Proposals

The Public Lands Alliance is looking for enriching, enlightening and innovative session ideas for its Convention and Trade Show in Denver, Colorado, February 24 – 28, 2019. We are seeking high-quality speakers and facilitators who can challenge participants to think about leveraging partnerships in new ways and help strengthen the skills essential to collaborate effectively for the benefit of public lands and their users. Convention participants are looking for wide-ranging levels of content, from best practices to case studies to cutting-edge ideas, strategies, programs or processes, in order to optimize their job performance and achieve their public lands missions.

## ***KINDLY READ ALL OF THE FOLLOWING INFORMATION BEFORE SUBMITTING YOUR PROPOSAL FORM.***

Our program committee will give greater weight to proposals that successfully respond to contemporary opportunities and challenges on public lands. We especially seek proposals that further the conversation of effective public lands partnerships, as outlined in PLA's brochure *Best Practices: Establishing a Partnership Model for America's Public Lands* ([click here](#)).

Ideally, proposal submissions should reflect this theme of the brochure and incorporate one or more elements of the effective partnership tenets:

- Develop a Shared Vision, Driven by Mission
- Value Integration and Communication
- Good Relationships and Fair Process Drive Partnership Tools
- Share and Celebrate Successes

Consider connecting your content with one of these areas in order to illuminate the above tenets:

- **Leverage:** Illustrate how organizations foster success on their public lands with fewer resources
- **Connection:** Demonstrate the role of a public lands nonprofit as the connector between the lands and the community
- **Leadership:** Show how building organizational consensus around common goals helps benefit public lands.

Within these specific areas, submissions should cover topics relevant to public lands nonprofits and their agency partners, including but not limited to: advocacy; board development; cultural competency; environmental / programmatic education; field institutes and residential learning centers; fundraising and philanthropy; marketing and communications; membership recruitment and

retention; nonprofit management and operations; product and program development; program evaluation and research; retail operations; sound financial practices; or, your choice of relevant topic.

## IMPORTANT DATES

- June 29, 2018 – Proposal submission deadline (incomplete forms will not be considered)
- August 24, 2018 – Proposal status notification (i.e., whether proposal is still under consideration or not)
- September 28, 2018 – Official proposal acceptance notification

## CONTENT AND PRESENTATION REQUIREMENTS

- 1) Sessions should encourage interactive learning and include learner outcomes or takeaways—in essence, ways to effect change at their organizations (e.g., impart new and cutting edge knowledge and information; explain practical methods to apply the knowledge gained; or provide ways for learners to perform their jobs better after attendance, etc.).
- 2) All sessions should be designed to develop professional knowledge, skills, and understanding. ***LEARNING FORMATS / CONTENT MUST NOT BE SALES PITCHES OR COMMERCIALY ORIENTED.*** Any proposal that may be construed as a sales pitch or is commercially oriented will not be considered.
- 3) Due to the large number of proposals received, we will not be able to accept every proposal, and we may ask some presentation proposers with similar topics to combine and create a new concurrent session. We hope you understand that due to the large numbers, we are unable to cover expenses. Accepted presenters are expected to pay published convention registration fees if they wish to participate in the convention beyond their presentation(s), as well as their travel, meals and lodging expenses.
- 4) The cost of basic promotion, session room facilities, and audiovisual equipment are part of PLA's program budget. PLA will do its best to meet audiovisual requests but cannot guarantee that all requests by accepted presenters will be met, particularly Internet. Please design your sessions accordingly.

## AUDIENCE

Convention participants include leadership executives, program staff, and board members of nonprofit public land partner organizations as well as public lands agency representatives. The audience is comprised primarily of both nonprofits and land management agencies (Bureau of Land Management, National Park Service, U.S. Army Corps of Engineers, U.S. Fish and Wildlife Service, U.S. Forest Service, and other land management agencies).

## PRESENTATION FORMATS

Experienced public lands professionals as well as associated consultants are welcomed to submit proposals that deliver content through an assortment of learning methods and encourage the transfer of knowledge. We are looking for proposals that can deliver valuable learning and insight in a 75- or 120-minute (deep dive) time frame. **(All formats should include at least 10 minutes for Q&A as part of the presentation.)**

We're seeking creative, interactive presentation formats for session content. Formats that rely simply on the presentation of content through PowerPoint on a screen are not as effective as those that engage the audience. Therefore, submitters are encouraged to incorporate audience engagement or interactivity into the proposal. Outside of the traditional "listen and learn" presentation method, we're looking for session formats that might include, but are not limited to:

- **Workshops:** Hands-on activities that enable the participant to grasp relevant knowledge that can be utilized following the convention. Suggested methods might include: practicums, group breakouts, exploration of apps or social media on mobile devices, crafts production to illustrate your topic, the creation a sample program for your organization, etc.
- **Educational Games:** Game-based learning helps facilitate the transfer and retention of relevant knowledge by embedding fun, interactive games into the session.
- **Case Studies/Peer Learning:** Examples of actual organizational programs, experiences, processes, partnerships, etc., that are discussed as an illustration of the topic the presenter is covering. Discussion of the event by the session participants is encouraged to compare and contrast organizational strategies in similar cases.
- **Round Robins:** Facilitated discussions focused on specific topics that encourage creativity and ingenuity through the sharing of challenges and success with your colleagues.
- **Panel Discussions:** Expert panels engage in a facilitated discussion, addressing pre-determined questions and topics as well as questions submitted by participants. Participants are encouraged to contribute their knowledge and expertise.

*In essence, how are you going to keep the energy level up in the room? While you are the content leader for this proposed session, we recognize there is a great deal of knowledge among the attendees. As such, how will you engage the session participants and allow them to learn not only from you and your co-presenters, but from one another?*

Please be as specific as possible with regard to your content and presentation format. To discuss a potential idea for a special format before submitting, please contact the Public Lands Alliance Education and Training Manager Chuck Benjamin at [chuck@publiclandsalliance.org](mailto:chuck@publiclandsalliance.org).

## SELECTION PROCESS

Proposal submissions will be reviewed by the program committee and the PLA staff for relevance, originality, ability to inspire action and overall quality. If accepted, PLA will work with you to finalize the session details for the purpose of convention marketing.

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## PROPOSAL FORM

### PROPOSAL TITLE

### PRESENTATION FORMAT

- Workshop
  - Educational Game
  - Case Study/Peer Learning
  - Round Robin
  - Panel Discussion
  - Other
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How do you plan to make your session interactive? *We encourage teaching methods that supplement or completely replace conventional PowerPoint presentations.* Be creative and please be as specific as possible (e.g., breakout groups, hands-on exercises, games, role-playing, facilitated discussions, etc.).

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### PROPOSAL OVERVIEW/DESCRIPTION

Provide a brief description of your session program. If your session is accepted this is what will be used to promote it – please write a clear, informative and enticing description. (Limit 75 words)

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### TOPIC AREAS

Please describe the topic area you will be presenting on:

- Advocacy
- Board Development
- Cultural Competency
- Environmental / Programmatic Education
- Field Institutes and Residential Learning Centers
- Fundraising and Philanthropy
- Marketing and Communications
- Membership Recruitment and Retention
- Nonprofit Management and Operations
- Product and Program Development
- Program Evaluation and Research
- Retail Operations
- Sound Financial Practices
- Other

## LEARNING OUTCOMES

What are the top two or three takeaways participants will walk away with following your session?

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## LEARNING LEVEL

Considering the audience mix, convention participants' skills, experience and knowledge vary widely.

Which learning level corresponds to your session proposal? (Please select one.)

- Beginner (101 level)
- Intermediate (201 or 301 level)
- Advanced (401 or Graduate level)

## SESSION LENGTH

How long is your session?

- 75 minutes
- 120 minutes (deep dive)

## TARGET AUDIENCE

For whom is your proposal intended (i.e., which audiences would benefit most from your proposal)?

Please choose a primary, secondary and tertiary audience.

- Executive directors / CEOs
- Program staff / Field practitioners
- CFOs / Financial staff

- Membership / Fundraising staff
- Communications / Marketing staff
- Retail staff
- Board members
- Agency management
- Agency field personnel
- Other

**YOUR EXPERIENCE**

Have you presented before?

- Yes
- No

If yes, please list the two most recent conferences at which you presented and, if applicable, the titles of your presentations.

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**ADDITIONAL INFORMATION**

Please include any additional information that you think would be relevant to the program committee when reviewing your proposal.

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**PRIMARY PRESENTER INFORMATION**

All communication by the PLA staff will be made to this contact. This contact is responsible for sharing “Content and Presentation Requirements” with additional presenters, if applicable.

Name:

Name of Primary Contact (only if different from Primary Presenter):

Organization:

Address:

City/Town:

State:

ZIP/Postal Code:

E-mail Address:

Contact Phone Number:

**ADDITIONAL PRESENTER(S) INFORMATION**

Please provide information on any additional presenters involved with this session.

Name:

Organization:

Address:

City/Town:

State:

ZIP/Postal Code:

E-mail Address:

Contact Phone Number:

If applicable, please list the name, organization, title, phone number, email and full mailing address, for any additional speakers who will be presenting with you.

Please enter your email address and click "done" to submit this proposal (window will then close).