



iap²
**iap2 and the future:
engaging our growth,
staying true to our roots**
**2013 north american
conference**

greetings from the 2013 north american iap2 conference planning team!

we are excited to announce plans for the 2013 conference in salt lake city. the conference program team is busy developing a range of offerings for this year's conference attendees, including:

- plenary sessions
- concurrent sessions
- field trips
- a technology fair
- bookstore
- pre-conference training

see below for the call for session proposals.

the calls for field trips, technology fair participants, and pre-conference training will follow shortly.

call for proposals

in partnership, iap2 usa and iap2 canada are excited to announce the opportunity to present at the north american iap2 conference, september 22-24, 2013 in salt lake city, utah, usa. we invited input from iap2 members in the development of the theme for the conference. this is the result!

- strengthening our roots**
- iap2 foundations
 - place/space distinctions
 - seeking to engage everyone
 - tried and true methods of engagement

- planting new seeds**
- education & skill building
 - new training, new perspectives, appreciative inquiry, collaboration, etc.
 - online engagement & social media — application in case studies, applied use of product for conference attendees

- extending new branches**
- looking to the future of the organization
 - partnering internally with our chapters
 - partnering with other organizations
 - collaborating with partners

- growing p2**
- making it real
 - building higher levels of acceptance
 - increasing advocacy/expansion of the practice
 - developing the industry

you are invited

this call for proposals is for interested individuals, groups, or organizations wanting to share insights and expertise in the p2 field. you are invited to submit proposals for two different kinds of sessions consistent with the four aspects of our conference theme:

- **concurrent sessions** – 60, 90, 120, and 150 minute sessions
- **iap2 talks plenary sessions** – 18 minute maximum¹

what we need from you

concurrent sessions

1. an intriguing session title
2. identification of the theme you will focus on
3. maximum of 250 words describing the key content and features of your session (how will it be conducted?)
4. brief bio on who will be leading and/or supporting the session
5. your preferred session length and the targeted number of people that would work best for your plans
6. targeted audience (novices, experienced, experts, mixed audiences?)

two important notes

based on the success from the 2012 north american conference, the 2013 conference program committee will again seek input from participants in designing the conference program. we will request feedback from the iap2 usa and iap2 canada membership using on-line tools to help determine who will be presenting in salt lake city...

so keep your proposals fun, interactive and exciting for your potential participants!

our iap2 conferences are for education, not promotion. nobody enjoys an unsolicited sales pitch. really, nobody. please don't be that presenter: don't pitch your product, promote your company, or trash your competition. proposals that sound like sales pitches are unlikely to be selected.

thank you for understanding!

iap2 talks plenary sessions

1. an enticing session title
2. identification of the theme you will focus on
3. a maximum of 150 words describing the key idea
4. brief bio on you

iap2 talk tips

these 10 tips, borrowed from the ten commandments, provided by tedx, will help you plan your presentation.²

1. **dream big.** strive to create the best talk you have ever given. reveal something never seen before. do something the audience will remember forever. share an idea that could change the world.
2. **show us the real you.** share your passions, your dreams ... and also your fears. be vulnerable. speak of failure as well as success.
3. **make the complex plain.** don't try to dazzle intellectually. don't speak in abstractions. explain! give examples. tell stories. be specific.
4. **connect with people's emotions.** make us laugh! make us cry!
5. **don't flaunt your ego.** don't boast. it's the surest way to switch everyone off.
6. **no selling from the stage!** unless we have specifically asked you to, don't talk about your company or organization. and don't even think about pitching your products or services or asking for funding from stage.
7. **feel free to comment on other speakers, to praise or to criticize.** controversy energizes! enthusiastic endorsement is powerful!
8. **if possible, don't read your talk.** notes are fine. but if the choice is between reading or rambling, then read!
9. **you must end your talk on time.** doing otherwise is to steal time from the people that follow you. we won't allow it.
10. **rehearse your talk in front of a trusted friend...** for timing, for clarity, for impact.

proposals are due: may 15, 2013

Submissions and questions should be directed to proposals@iap2usa.org

¹"google 'ted talks'", watch a few, and you will understand what we are looking for. no more that 18 minutes in length, thought-provoking, cutting edge presentations consistent with our theme and directed at our members.

²from: <http://www.tedxoverlake.com/assets/speakercommandments.pdf>