Call for Presentations and Speaker Application

2017 WOMEN WHO COUNT NATIONAL CONFERENCE

October 28-30, 2017 | Washington D.C. (The Westin Alexandria)

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The 2017 Women Who Count National Conference will bring together women from across the country, and of all stages in career, for three days of networking and education. This ***Call for Presentations*** invites members of AFWA, industry associates, and business professionals to submit a proposal for presenting an educational seminar at this premier conference.

We welcome a variety of presentations, both technical and non-technical, such as:

Forensic accounting Financial statements SEC practice  
Software and applications Auditing Ethical practice in business  
Business/employment Law Public relations Public accounting practice mgmt  
Cyber security/ID Theft Asset management Marketing professional services  
Project management Leadership styles Time management  
Employment law Taxation/IRS Human resources management  
Controllership Government Industry specific (i.e. healthcare)  
Women in business Diversity Self-care/Stress management

Submissions are due by **12pmET Friday, March 31, 2017** via email to speakers@afwa.org. **Submissions received after this date may not be eligible for consideration.**

**SPEAKER BENEFITS**

As an AFWA National Conference Speaker, you will receive the following benefits:

* Reduced full and day pass conference registration rates, providing admission to all educational sessions, meals and exhibitors
* Recognition at the conference as a presenter
* Links from the conference mobile app to your social media and websites (if links are provided)
* Inclusion of speaker information in conference promotions and marketing, including social media blasts promoting your presentation
* Opportunity to network with attendees and exhibitors from all over the country in person and via the conference mobile app
* Opportunity to provide a 600-800 word article for the AFWA blog to introduce the topic of your presentation
* Space within presentation room to provide materials or publications for purchase

**Note:** We are pleased to provide you with the above benefits; however, we are unable to cover expenses or honoraria. If you do have a publication or book for purchase, you are responsible for those sales. AFWA does not provide sales support for these sessions.

**SUBMISSION GUIDELINES**

* Submissions must be completed in entirety; this includes the required two references and accurate contact information. Partial or incomplete submissions will not be eligible for consideration. The National Conference Committee checks all references and considers this to be an essential part of the review process.
  + Section 1: Present Information
  + Section 2: Workshop Detail
  + Section 3: Basic Workshop Information
  + Section 4: References
  + Section 1B: Additional presenters *(if applicable)*
* One session proposal per application. Additional topics must be submitted on a seperate application.
* Sessions must be educational in nature and not promote a product, service or business in the presentation content.
* All presentations must meet requirements for continuing education credit. The National Association of the State Boards of Accounting (NASBA) is the certifying body for the AFWA’s CPE credit. NASBA requires the following:
* The participation of at least one CPA is required in the development of every program in **accounting** and **auditing**.
* The participation of a CPA, tax attorney or IRS enrolled agent is required in the development of every program in **taxes**.
* Please submit a headshot for each presenter for promotional purposes *(optional)*

**SELECTION CRITERIA**

Sessions are selected based on the following criteria

* Timeliness of content
* Thought provoking nature of subject
* Relevance of content to sound management and business practices
* Focus and clarity of presentation (organization of materials, directness of message, etc.)
* Practicality of subject’s application

Decisions regarding speakers will be made by May 30, 2017 with notifications coming shortly after. Confirmation communication will include deadlines for materials to receive speaker benefits, as well as Conference registration information.

**APPLICATION**

**SECTION 1: PRESENTER INFORMATION**

**Presenter 1:**

* Name (First, Last and Credentials): Click here to enter text.
* Business Name: Click here to enter text.
* Title: Click here to enter text.
* Mailing Address (Address, City, State, Zip): Click here to enter text.
* Mailing Address Type: Home Business Other: Click here to enter text.
* Phone Number: Click here to enter text.
* Phone Number Type: Home Business Other: Click here to enter text.
* Email Address: Click here to enter text.
* Website: Click here to enter text.
* LinkedIn Profile Hyperlink: Click here to enter text.
* Twitter:Click here to enter text.
* Facebook Page (professional or personal, if preferred): Click here to enter text.
* Instagram: Click here to enter text.
* **Prior AFWA conference presentation experience** (if you have presented at a national or regional/spring AFWA conference before, please list the dates and location here): Click here to enter text.
* **Prior conference presentation experience** (if you have presented at other relevant conferences, please list the dates and location here): Click here to enter text.
* **Biography** (provide a short professional biography of 150 words or less): Click here to enter text.
* I acknowledge that as a presenter I shall uphold the ethical standards of the industry as promoted by [NASBA](http://nasba.org/about/) and support the mission of the AFWA  Initials: Click here to enter text.

*If applicable, please provide the names and information for additional presenters at the end of this application.*

**SECTION 2: WORKSHOP DETAIL**

**Workshop Title** (be descriptive and catchy): Click here to enter text.

**Objectives**:Click here to enter text.

Outcomes (what should attendees expect to learn from your session: Click here to enter text.

Brief Description (if selected, this description would be used in promotional material. Please limit to 50 words or less): Click here to enter text.

Complete Description (a full description of what your session will offer, including benefits of the workshop content to the attendee.): Click here to enter text.

**SECTION 3: BASIC WORKSHOP INFORMATION (REQUIRED)**

**Presentation Length:** 50 minutes (1 CPE Credit) 110 minutes (2 CPE Credits) Flexible

**Skill Level:**  Basic Intermediate Advanced Overview Update

A balance of skill levels is necessary throughout the conference; therefore special consideration will be given to workshops that provide intermediate & advanced curriculum.

* **Basic** - Program knowledge level most beneficial to CPAs new to a skill or an attribute. These individuals are often at the staff or entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the area.
* **Intermediate** - Program knowledge level that builds on a basic program, most appropriate for CPAs with detailed knowledge in an area. Such persons are often at a mid-level within the organization, with operational and/or supervisory responsibilities.
* **Advanced**- Program knowledge level most useful for individuals with mastery of the particular topic. This level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. Advanced level programs are often appropriate for seasoned professionals within organizations; however, they may also be beneficial for other professionals with specialized knowledge in a subject.
* **Overview**- Program knowledge level that provides a general review of a subject area from a broad perspective. These programs may be appropriate for professionals at all organizational levels.
* **Update** - Program knowledge level that provides a general review of new developments. This level is for participants with a background in the subject area who desire to keep current.

**NASBA Field of Study**

*Please choose ONE NASBA Field of Study for your presentation.*

*For more information,* [download the NASBA Fields of Study guide here](http://www.afwa.org/wp-content/uploads/2015/07/NASBA_Fields_of_Study_July-16.pdf)*.*

**Non-Technical**

Behavioral Ethics *(ex. Decision making, personal ethics, practice in business)*

Business Management & Organization *(ex. Admin practice, organization management, liability)*

Communications & Marketing *(ex. Speaking/writing, interview techniques, social media, branding)*

Computer Software & Applications *(ex. General software usage and how-to)*

Personal Development *(ex. Career planning, leadership, time management)*

Personnel/Human Resources *(ex. Employee retention and engagement, system integration)*

Production *(ex. operations, inventory management, supply and quality control)*

**Technical**

Accounting *(ex. Financial statements and reports, forensic accounting, SEC practice)*

Accounting – Governmental

Auditing

Auditing – Governmental

Business Law

Economics *(ex. Supply and demand, fiscal policy, pricing, economic growth)*

Finance

Information Technology *(ex. Cloud computing, cyber security, database management)*

Management Services *(ex. Cash flow and profitability, risk management, project management)*

Regulatory Ethics *(ex. Confidentiality, conflict of interest, licensing, state rules and regs)*

Specialized Knowledge *(ex. Non-profit, personal financial planning, healthcare, gaming… industry)*

Statistics *(ex. Business statistics, quantitative analysis, and probability)*

Taxes

**SECTION 4: REFERENCES (REQUIRED)**

Two references are required of ALL applicants, regardless of prior speaking/presenting experience. The Committee will contact all references and ask questions about their perception of your ability to speak to a group or make presentations.

* We recommend you contact those you wish to use as references to get permission, obtain an accurate phone number and email address, and to inform them to expect to be contacted by a member of the AFWA National Conference Program Committee.

**Reference 1:**

* Name (First, Last and Credentials): Click here to enter text.
* Phone Number: Click here to enter text.
* Email Address: Click here to enter text.
* Relationship to reference: Click here to enter text.
* Presentations you have made that the reference has attended: Click here to enter text.

**Reference 2:**

* Name (First, Last and Credentials): Click here to enter text.
* Phone Number: Click here to enter text.
* Email Address: Click here to enter text.
* Relationship to reference: Click here to enter text.
* Presentations you have made that the reference has attended: Click here to enter text.

**SECTION 1B: ADDITIONAL PRESENTER INFORMATION**

**Presenter 2, if applicable:**

* Name (First, Last and Credentials): Click here to enter text.
* Mailing Address (Address, City, State, Zip): Click here to enter text.
* Mailing Address Type: Home Business Other: Click here to enter text.
* Phone Number: Click here to enter text.
* Phone Number Type: Home Business Other: Click here to enter text.
* Email Address: Click here to enter text.
* Website: Click here to enter text.
* LinkedIn Profile Hyperlink: Click here to enter text.
* Twitter Handle:Click here to enter text.
* Facebook Page (professional or personal, if preferred): Click here to enter text.
* Prior AFWA conference presentation experience (if you have presented at a national or regional/spring AFWA conference before, please list the dates and location here): Click here to enter text.
* Prior conference presentation experience (if you have presented at other relevant conferences, please list the dates and location here): Click here to enter text.
* Biography (provide a short professional biography of 150 words or less):Click here to enter text.
* I acknowledge that as a presenter I shall uphold the ethical standards of the industry as promoted by [NASBA](http://nasba.org/about/) and support the mission of the AFWA  Initials: Click here to enter text.

**Presenter 3, if applicable:**

* Name (First, Last and Credentials): Click here to enter text.
* Mailing Address (Address, City, State, Zip): Click here to enter text.
* Mailing Address Type: Home Business Other: Click here to enter text.
* Phone Number: Click here to enter text.
* Phone Number Type: Home Business Other: Click here to enter text.
* Email Address: Click here to enter text.
* Website: Click here to enter text.
* LinkedIn Profile Hyperlink: Click here to enter text.
* Twitter Handle:Click here to enter text.
* Facebook Page (professional or personal, if preferred): Click here to enter text.
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