



## **SPEAKER REQUEST FOR PROPOSALS**

2018 WI SHRM State Conference  
October 10<sup>th</sup> – 12<sup>th</sup>, 2018  
Kalahari Resort and Conference Center

Interested in presenting a session at WI SHRM's State 2018 State Conference? To assist you in preparing your proposal, we have posted submission guidelines for the Conference & Exposition. Print a copy of the guidelines and use the information to prepare your submissions. The guidelines contain the information required on the electronic submission form.

When you have completed your proposal, click on the bar below, "To Submit Your Proposal Click Here," and enter your information. All proposals must be submitted [online](#) at the Speaker's Corner—Response to State Conference RFP **by March 5, 2018**.

By the end of May, you will receive notification of the status of your proposal. Please do not contact WI SHRM before the end of May since the speaker committee reviews will not be concluded before then.

Thank you, and good luck with your submission(s).

### **GUIDELINES:**

2018 WI SHRM State Conference & Exposition  
October 10<sup>th</sup> – 12<sup>th</sup>, 2018

### **NOTE:**

1. Please adhere to the word limit for each field in the submission form.
2. If you **DO NOT** receive a confirmation notice within minutes after you submit your proposal, hit the "Back" button and hit "Submit" again until you receive a confirmation.
3. We recommend that you save the text of your abstract, learning objectives, and methodology in a word processing file. If there is a problem in receiving your submission, you will have the text to copy and paste again (so you will not have to rewrite your proposal).
4. We would appreciate receiving a copy of a recent PowerPoint and/or handout created for this presentation or a recent presentation you have done if you are a new speaker to WI SHRM.



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### YOU ARE INVITED TO SHARE YOUR EXPERTISE

#### OVERALL CONFERENCE PROGRAMMING

October 10 <sup>th</sup>	Pre-Conference Workshops
October 11 <sup>th</sup> -12 <sup>th</sup>	Conference
October 10 <sup>th</sup> -11 <sup>th</sup>	Exhibit Hall

Submit Your Proposal Directly Online at <http://www.wishrm.org/2018-State-Conference>

#### Deadline for Online Submission: March 5, 2018

Take your place among our profession's experts. By sharing your experiences, you make a valuable contribution to the profession's field of knowledge. The Program Selection Committee is seeking proposals from dynamic, interesting speakers which reflect:

- Leading-edge information as it relates to the field of human resources
- Emerging trends in the workplace learning and performance field
- Case studies/best practices from companies and government agencies
- Strategies for improvement and innovative approaches
- Demonstration of measurable impact and results metrics

The Call for Presentations focuses on three areas: the overall conference, featuring a wide breadth of subjects (75-minute sessions and 60-minute early bird sessions), and pre-conference workshops (3½ -hour sessions). Each presenter is responsible for adhering to the respective timeline that must be followed. **15-minute Ted Talk sessions will be accepted as an option for general conference programming.**

#### ABOUT WI SHRM

The Wisconsin Council represents human resource professionals in the State of Wisconsin and is supported through the national Society for Human Resource Management (SHRM), a nonprofit professional association founded in 1948. The State Council provides a communication link between the chapters and national, and is a forum for the exchange of ideas and information concerning chapter administration and the HR profession.

SHRM is divided into seven regions across the country. The Wisconsin Council SHRM is part of the North Central Region. The North Central Region is made up of the following states: Wisconsin, Illinois, Minnesota, Iowa, North Dakota, South Dakota, Michigan, Indiana, Ohio, and Nebraska.



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### **TARGET AUDIENCE**

Most of the conference participants are full-time human resource managers, directors, vice presidents, specialists, organizational development & training practitioners, recruitment & staffing specialists, consultants, and HR students from around the state. The audience ranges from HR college and university students to entry-level practitioners to the most highly advanced vice presidents/executive level individuals in the HR profession. We anticipate over 1,200 participants to attend from across Wisconsin.

### **TRACKS FOR THE OVERALL CONFERENCE PROGRAMMING**

Programs are arranged based on HR practice area and learning levels. The practice areas are the following: Business Acumen & HR Strategy, Employment Law & Legislation, Global HR, HR Manufacturing, HR Technology, Personal and Leadership Development, Talent Acquisition and Retention, and Total Rewards.

The learning levels are “Early Career,” “Midlevel,” “Senior Level,” or “Executive Level.”

An “Early Level” HR professional is characterized in the following way:

- Is a specialist in a specific support function, or is a generalist with limited experience
- Holds a formal title such as, but not limited to, HR assistant, junior recruiter, or benefits clerk

A “Mid Level” HR professional is characterized in the following way:

- Is a generalist, or is a senior specialist
- Manages projects or program
- Holds a formal title such as, but not limited to, HR manager, generalist, or senior specialist

A “Senior Level” HR professional is characterized in the following way:

- Is a very experienced generalist or specialist
- Holds a formal title such as, but not limited to, senior manager, director, or principal

An “Executive Level” HR professional is characterized in the following way:

- Typically is one of the most senior leaders in HR
- Holds the top HR job in the organization or VP role

Proposals should designate which Track(s) and learning level the program fits.



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**Preference will be granted for sessions, which meet the Human Resource Certification Institute's (HRCI's) guidelines for business management as well as the SHRM Body of Competency and Knowledge (SHRM BoCK).**

Some general parameters provided on the [HRCI](#) website.

To learn more about the general parameters for the SHRM BoCK [click here](#).

It includes such topics for continuing education as:

- **Leadership & Navigation** (e.g. leadership development, change management, project management, high-impact succession management)
- **Ethical Practice** (e.g., business ethics, professionalism, credibility, trust building)
- **Business Acumen** (e.g., marketing workshops, finance for non-finance managers, accounting & finance for HR professionals)
- **Relationship Management** (e.g., advocacy, negotiation & conflict management, employee engagement, customer service)
- **Consultation** (e.g. coaching, creativity and innovation, talent management)
- **Critical Evaluation** (e.g., Knowledge management)
- **Global & Cultural Effectiveness** (e.g., diversity & inclusion, openness to experience, adaptability, global initiatives, corporate culture)
- **Communication** (e.g., social technology & social media, facilitation skills, C-suite communication, upper level business writing)
- **Human Resource Expertise** (e.g., risk management, HR technology, HR metrics, total rewards)

\*Proposals submitted to sell a product are not acceptable.

### SELECTION CRITERIA

The selection process follows a rigorous review of every proposal submitted. The Program Selection Committee strives for a diverse and well-balanced conference. For the 2018 Conference a special effort will be made to include speakers of both General and Advanced leadership roles in the HR community, as well those that specifically perform the HR function, programs that offer solutions that can be implemented by the practitioner, and topics that touch on diverse workplace issues.

### INSTRUCTIONS FOR COMPLETING A PROPOSAL

Each proposal will be reviewed carefully for:

- Completeness, accuracy, and clarity of the proposal
- Well-defined, realistic learning objectives that can be met in the time allotted
- Clear, specific, and informative content and linkage of content to learning objectives
- Content that is current and practical or cutting-edge



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- Presenters with expertise in the topic area and prior speaking experience in front of large groups

**We reserve the right to not accept Incomplete or late proposals.**

Proposals must include all requested information and must be submitted directly online at the WI SHRM web site: <http://www.wishrm.org/2018-State-Conference>.



# SPEAKER REQUEST FOR PROPOSALS

WI SHRM 2018 Annual Conference  
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## CONFERENCE SCHEDULE

To achieve a balanced conference program, WI SHRM will determine the days and times that presentations are given. Pre-conference workshops will be scheduled on October 10<sup>th</sup>. Concurrent sessions may be scheduled on October 11<sup>th</sup> or 12<sup>th</sup>.

## REGISTRATION

As a nonprofit educational association, WI SHRM does not provide honoraria for presentations at the State Conference and Exposition. Presenters should cover all of their individual travel and hotel expenses. One speaker per concurrent session and pre-conference workshop is provided with a full complimentary registration, including lunch and attendee events.

## SHRM POLICY ON EDUCATIONAL PROGRAMMING

WI SHRM programs are noncommercial. Individuals should refrain from using brand names and endorsing specific products. Session topics should not be related to a specific product or service the presenter endorses. Under no circumstances should a WI SHRM podium be used as a place for direct promotion of a speaker's product, service, or monetary self-interest. Presenters also must refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group.

WI SHRM is committed to ensuring that the number of culturally diverse presenters will continue to increase in 2018.

## REVIEW AND NOTIFICATION INFORMATION

The Program Selection Committee will evaluate proposals submitted based solely on the information provided, and will make final selections accordingly.

WI SHRM will notify all proposal submitters by the end of May 2018. Please do not call WI SHRM regarding acceptance or rejection of your proposal, unless you have not been notified by the end of May.

The Program Selection Committee encourages proposals from different companies and organizations representing diverse points of view. The committee requests companies to submit their best proposals and to limit the number of proposals they submit to two.

## SPEAKER HANDOUTS

The conference is a green conference. If you are selected to present at the WI SHRM State Conference, you will be required to meet the following timelines:

**-Submit an electronic copy of your presentation no later than September 1, 2018. We will not be providing copies of the handouts at the conference so it is very important that your handout be provided electronically for us to post for attendees. Attendees have provided us with negative feedback in regard to presentations they cannot view slide content prior to conference.**



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## AV EQUIPMENT

A lavalier microphone, projector and screen will be provided in every room. Laptops or additional AV equipment must be requested by the speaker by September 1, 2018.

*To assist you in your preparation, what follows is the information you will find on the online submission form. Prepare your information before visiting the online submission site, and keep a copy of your submission for your records.*

The online submission form requires the following information:

**PRESENTATION TITLE:** Limit to 10 words. Do not use all capitals, abbreviations, acronyms, or trademarks.

**SELECT FORMAT:** Drop-down box:

Wed 3 ½ hour pre-conference workshop or executive session

Thursday or Friday 60 minute early bird learning session, (6:30 to 7:30 am) Thursday or Friday

75 minute concurrent learning session

**SELECT TRACK FOR WORKSHOP OR CONCURRENT SESSION:** Drop-down box listing tracks; select one. Options should be Business Acumen & HR Strategy, Employment Law & Legislation, Global HR, HR Manufacturing, HR Technology, Personal and Leadership Development, Talent Acquisition and Retention, and Total Rewards.

**SELECT COMPETENCY LEVEL:** Drop-down box listing competencies; select all that apply. Business Acumen, Communication, Consultation, Critical Evaluation, Ethical Practice, Global and Cultural Effectiveness, Human Resource Expertise, Leadership and Navigation, and Relationship Management.

**SELECT ABILITY LEVEL:** Drop-down box, select one. Entry Level, Midlevel, Senior Level, Executive Level

**CREDITS (HRCI or SHRM PDC credits):** Drop-Down Box: Does this session qualify for business credit? (reprint or link to section on page three of this document).

If this presentation has been approved at another conference, please provide the conference name and HRCI or SHRM PDC number.

**PROGRAM OVERVIEW:** Insert a 100 to 150-word description focused on the benefits to attendees. It is crucial that your description appropriately describes the content of your presentation to avoid any confusion for participants. Write as you would have it appear in the conference program book, in third person present tense.

**LEARNING OBJECTIVES:** Write three learning objectives. A learning objective describes what the participant will learn or be able to do at the end of the session.



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## PRESENTER

FIRSTNAME \_\_\_\_\_

LASTNAME \_\_\_\_\_

CERTIFICATION(S) \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP/POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ Alternate \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ Alternate: \_\_\_\_\_

URL \_\_\_\_\_

Is at least 50% of your job duties a direct function of human resources?

Yes  No

My company has been an exhibitor at the conference within the past three years  Yes  No

My company will be exhibiting at the 2018 conference  Yes  No

My company has been a sponsor for the conference within the past three years  Yes  No

My company will be sponsoring the 2018 conference  Yes  No

I have been a presenter for the conference within the past three years  Yes  No

If you would like to consider exhibiting or sponsoring, please visit our [website](#) after March.

**PLEASE SEND ALL CORRESPONDENCE REGARDING MY PRESENTATION TO MY PRIMARY CONTACT:** (Drop down box in case it's same as above)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_





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**BIOGRAPHY (this will be used to introduce you at the conference session)**  
(50 Words)

Please provide the venue and a contact person where you spoke most recently:

ORGANIZATION/CONFERENCE NAME \_\_\_\_\_

CONTACT FIRST NAME \_\_\_\_\_

CONTACT LAST NAME \_\_\_\_\_

CONTACT TITLE \_\_\_\_\_

CONTACT ORGANIZATION \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

DATE OF THIS PRESENTATION \_\_\_\_\_

**AUDIOVISUAL:** The learning session rooms will include an LCD projector, screen, and lavalier microphone. Indicate what additional audio-visual support, including the need for a laptop, or other instructional materials your session requires. SHRM will make every effort to accommodate any reasonable request.

**ROOM SETUP:** The learning session rooms will be set up theater style to provide for maximum seating capacity. We will not rearrange the room setup for speakers.

Click YES to ADD AN ADDITIONAL CO-PRESENTER

CO-PRESENTER \_\_\_\_\_

FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

CERTIFICATION \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_



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STREET

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ Alternate # \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ Alternate \_\_\_\_\_

URL \_\_\_\_\_

**BIOGRAPHY (this will be used to introduce you at the conference session)**  
(50 words)

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ORGANIZATION/CONFERENCE NAME \_\_\_\_\_

CONTACT FIRST NAME \_\_\_\_\_

CONTACT LAST NAME \_\_\_\_\_

CONTACT TITLE \_\_\_\_\_

CONTACT ORGANIZATION \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

DATE OF THIS PRESENTATION \_\_\_\_\_

Click YES to ADD AN ADDITIONAL CO-PRESENTER

Click REVIEW to review your proposal

Click SAVE to submit proposal