

## **AAOE 2020 Annual Conference**

**May 2-5, 2020**

### **Call for Content Leaders**

AAOE's Annual Conference is the premiere event for orthopedic practice professionals, physicians, and their staff. More than 600 AAOE members and orthopedic practice professionals will gather in San Diego for education and professional development to help them advance in their career and grow their practice.

AAOE is seeking content leaders for educational sessions on the latest topics and trends in orthopedic practice management. Presentation proposals that incorporate the following will receive higher ratings.

#### **CONTENT**

- Reflect innovative, cutting-edge content that has practical applications for attendees
- Present a business case with evidence supported by research or data

#### **INSTRUCTIONAL DESIGN**

- Promote discussion, audience engagement, and outcome-focused design
- Facilitate knowledge transfer and development of new competencies
- Use methods that draw out relevant past knowledge and experiences

#### **DOS AND DON'TS**

- DO provide a complete and thorough response to all of the questions included in the application.
- DO describe the educational content and value of your proposed session.
- DO explain tools and resources that attendees will be able to take away from the session.
- DO complete your submission prior to the deadline.
- DON'T rush through the proposal or provide incomplete answers.
- DON'T assume that the Call for Presentation process does not apply to you.
- DON'T sell your services or mention your products.

## **SESSION PROPOSAL PROCESS AND SELECTION CRITERIA**

#### **Deadlines**

- Call for Content Leaders Opens: **May 8, 2019**
- Call for Content Leaders Closes: **June 21, 2019**
- Session Invitations Sent: **August 30**
- Speaker Agreements and Financial Disclosures Signed and Returned: **September 30**
- Session Materials Due: **March 20, 2020**

## Process

1. **Peer Reviewers** - AAOE members volunteer to serve on a task force of peer reviewers to ensure that conference sessions meet the needs of orthopedic professionals. They review sessions anonymously within their area of expertise.
2. **Annual Conference Committee** - The Annual Conference will select from the submissions received, based on ratings from the peer reviewers, and identify gaps, if any, that staff will address through additional content development strategies. They will assist in creating a conference program that is timely, relevant, and targeted to attendees' needs.
3. **AAOE Staff** - AAOE staff complete an initial review of session proposals, provide feedback to submitters, and help facilitate the review process by offering insight and assistance to strategically identify and fill gaps where appropriate.

## CONTENT LEADER EXPECTATIONS

You will be asked to confirm your agreement with the following statements before submitting your proposal.

1. **DEADLINES:** I agree to conform to all program deadlines, guidelines, and timelines provided by the American Alliance of Orthopaedic Executives (AAOE).
2. **NO SELLING FROM THE PLATFORM:** I agree and understand that I am strictly prohibited from "Selling on the Platform." My presentation(s) must be educational in nature and the AAOE Annual Conference is not a venue for selling products, my services, etc. This includes but is not limited to the distribution and sale of promotional materials and promoting commercial ventures which may personally or financially benefit me, as the speaker, or my company. I also understand that violating this clause will result in becoming ineligible to present at any future AAOE Conferences
3. **YOUR RESPONSIBILITY TO NOTIFY:** I agree to notify AAOE immediately by phone at (800) 247-9699 and by email at [info@aaoe.net](mailto:info@aaoe.net) in the event that I am unable to meet the time and/or date for my speaking commitment.
4. **PRESENTATION CONTENT:** I understand that the content of my presentation must be my own words and accompanied by my own images. To the best of my knowledge, my materials, electronic or otherwise, do not violate any lawful or proprietary regulations or other lawful acts including copyright, trademark, and privacy rights.
5. **INFORMATION CONSENT:** I consent to the use of my name, personal photo, bio and/or credential information to be used by AAOE in conjunction with the Annual Conference, On Demand Learning Center, and Conference Mobile Application.
6. **RECORDING CONSENT:** I understand and provide consent that AAOE may record my presentation and make it available for purchase in their On Demand Learning Center. I authorize AAOE to live stream, record, reproduce, and publish my presentation(s) in whole or in part, including handouts and/or electronic presentation materials, with proper credit. I

- grant this permission with the understanding that the aforementioned actions are royalty free and copyright is retained by the original creator of any such materials.
7. **RECORDING COPY:** I may request one (1) complimentary copy of my presentation recording with the accord that I will not sell, distribute, or stream the presentation to the web for personal use or otherwise without the written consent of AAOE.
  8. **REQUIRED PRESENTATION MATERIALS:**
    - a. I understand that I must provide a 10 question exam, with the requirements given to me by AAOE. I also understand that this exam will be used for participants to earn Continuing Education credit.
    - b. I agree to provide a PowerPoint presentation.
    - c. I agree to provide a PDF version of the PowerPoint presentation and/or a handout displaying most of the information from the presentation, and any collateral materials.
  9. **VENDOR REQUIREMENTS:** All speakers who are affiliated with a vendor company must ensure that their company is registered as an exhibitor at the AAOE Annual Conference and paid in full with 15 days of receiving their session approval email. Speakers affiliated with a vendor company who do not comply to this deadline will be removed from the program.
  10. **CME REQUIREMENTS:** I understand that if my session is chosen for CME submission, I will have earlier deadlines.
  11. **ROOM SETUP:** All concurrent session rooms will be equipped with the following.
    - a. LCD projector and screen
    - b. Presenter microphones
    - c. Presentation teams of 1-3 will have lavalier microphones for all presenters
    - d. Panels or teams of 4 presenters will have 1 lavalier for the moderator and 2-3 stand microphones for the panelists

## **APPLICATION QUESTIONS**

Review these questions before starting your application! Please note you are limited to five (5) session proposal submissions, and you cannot return to your proposal form and edit later.

### **Your contact information including:**

- First Name, Last Name, Credentials
- Title, Company Name, Company Address
- Email Address
- Work Phone, Cell Phone
- Bio
- Headshot *upload*
- Social Media Profiles

### Presentation Title

Provide a concise, easy-to-understand, and attention-grabbing presentation title that will prompt reviewers and attendees alike to be interested in learning more about your session. This is the first impression of your session and your one-line opportunity to hook reviewers and attendees. It will be used on the conference website, Final Program, and mobile app.

### Session Track

Please select the track that best applies to this session proposal.

- **Nuts & Bolts** - These sessions provide tools and resources to perform the day-to-day operations; the "nuts and bolts" needed to succeed. Attendees should be able to apply the information learned immediately.
- **Strategic** - These sessions are for practice executives planning growth and positioning, or who are looking to address an issue within their practice. They focus on what is needed to create a strategic plan to move a practice forward in the coming year and provide knowledge and tools needed to develop strategy specific to a practice's need.
- **On the Horizon** - These sessions focus on new initiatives and emerging trends and how to prepare for change. These "hot topic" trends may be frequently talked about, but only a few practices have begun to implement them.

### Primary Topic Area

AAOE is seeking proposals on the following topics. Proposals on other topics will be accepted, but the topics below will be given priority.

- Business Development
- Compliance
- Culture
- Customer Service
- Data Analytics
- Finance
- Human Resources
- IT
- Marketing and Communications
- Operations
- Value-Based Care

### Primary Sub-Topic

Please provide a sub-topic (4 to 5 words max) related to the Primary Topic identified above. These are three or four words that further define your specific area of focus. For example, if Marketing and Communications is the Primary Topic you might specify Digital Marketing or Social Media as the sub-topic.

### Secondary Topic Area

Select the secondary topic area that best relates to your proposal.

- Business Development
- Compliance
- Culture
- Customer Service
- Data Analytics
- Finance
- Human Resources
- IT
- Marketing and Communications
- Operations
- Value-Based Care

### Secondary Sub-Topic

Please provide a secondary sub-topic (4 to 5 words max) related to the Secondary Topic identified above. These are three or four words that further define your specific area of focus. For example, if Data Analytics is the Secondary Topic you might specify Benchmarking as the sub-topic.

### Learning Format

Please select the learning format that best suits this session proposal.

You are providing your preference. If selected, please be aware that the learning format you indicate below may not match your session assignment.

- **Lecture** - The standard session format where the speaker(s) shares experience and knowledge with attendees.

- **Panel** - Interested in speaking on a topic but want to present with a partner or group? Select this option and we'll help pair you with other experts for a panel discussion.
- **Case Study** - Speaker(s) shares one or more case studies on a specific topic so that attendees can learn from real-life examples.

### Session Length

Consider the most appropriate session length based on your session content. If selected, please be aware that the session length you indicate below may not match your session assignment. (check all that apply)

- 30 minutes
- 45 minutes
- 60 minutes

### Presentation Summary

Provide a brief summary of your presentation. If selected, this description will be modified and used in the conference Final Program, conference website, and conference mobile app to market your session to attendees. Make it engaging. What will attendees learn and why is it relevant?

**Please do not include the speaker, company, or product names in the session description.**

### 3-5 Learning Objectives of the Presentation

Please clearly define the new knowledge, skills, and abilities session participants will be prepared to apply back at the office following your session. Keep in mind:

- Learning objectives must be observable and measurable.
- They should describe a measurable behavior and begin with an action verb.
- **VERBS TO AVOID:** know, understand, learn, appreciate, become aware of, become familiar with.
- **SUGGESTED VERBS:** list, describe, recite, write, recognize, compute, discuss, explain, predict, apply, demonstrate, prepare, use, analyze, design, select, utilize, compile, create, plan, revise, assess, compare, rate, and critique.
- **OUTCOMES ORIENTED:** Learning objectives should focus on what the learner should know and be able to do after participating in your presentation, NOT describe activities in which learners will participate during the presentation or what presenters will do during the presentation.

### One-Sentence Elevator Pitch

In just one sentence, pitch this session to prospective attendees!

### Speaker Expertise

Please explain your expertise on this topic.

**Do not include any identifying information in this section such as your name or company name.**

### Instructional Design Plan

Clearly describe your plan for sharing your expertise with attendees in an interesting, engaging, and effective presentation. What techniques and adult learning methods will be used? Creative and engaging learning approaches are strongly encouraged!

**Is any advance preparation/pre-requisite knowledge or experience required of participants before attending your presentation?**

- Yes (if yes, explain)
- No

### What types of handouts do you plan to provide for attendees?

If your session is selected, you will be required to provide at least one pdf handout for attendees. While you are allowed to simply convert your PowerPoint to a pdf, session proposals that plan to offer specific handouts, checklists, booklets, white papers, articles, or other valuable takeaways are more highly rated. Please be as specific as possible!

### Additional Learning Formats

AAOE offers unique learning formats to provide education in a creative and memorable way. If you would like to be considered for on the learning formats below, please pitch to us why you think you should be selected! Let us know if your current session proposal would work for this format or if you would prepare a separate proposal specifically for this format (and if so, please give a 2-4 sentence description of the topic/content and why it would be a good fit for that format).

- **IGNITE Sessions** - Fun, fast-paced 5 minute presentations focused on personal growth/development, where slides are timed to auto-advance, whether you're ready or not!
- **TED-Style Talks** - Short, powerful lectures on inspiring or motivational topics, each delivered in less than 20 minutes.
- **Learning Loft** - A memorable educational experience that presents content onto multiple screens.



- **Brain Break** - An opportunity for attendees to take a break from industry education to focus on their personal growth/development.
- **Pre-Conference Session** - A three-hour deep dive where content leaders provide an in-depth learning experience on a particular topic.
- **Pre-Conference Workshop** - A three-hour workshop where content leaders provide practical instruction to enhance the capabilities/skills of attendees on a particular topic.