



2027 Conference Speaker Guide

ACMP Call for Speakers — Conference & Virtual Events

Tips for a Successful Proposal

You do not need to be a professional speaker or trainer. In fact, we encourage submissions from practitioners in all levels within and outside the change management industry. We want to know what you have done at your own organization to make change a success. We desire speakers who:

- Have a compelling change management story, especially a “real life” case study or example, not just a theory to share but also HOW the audience can apply it to their workplace or career advancement.
- Know that interaction and engagement is KEY to a successful session and will enlist a variety of techniques and methods to support those efforts.
- Are comfortable speaking to audiences ranging from 30 to 1100 participants.
- Are dynamic to listen to but also know that standing in front of a crowd and talking with a PowerPoint slideshow does not create interaction and engagement.
- Are willing to be coached to continue and improve their presentation skills and effectiveness.
- Put the learner first and work to ensure the majority of attendees leave the presenter’s session with solid takeaways that can be applied to advance their workplace and/or career.

What's Behind a Winning Session Proposal?

Each year, attendees rate our speakers as a highlight of their event experience. Your proposal should demonstrate how you will create an experience that inspires and empowers; features interactive, engaging learning; and showcases emerging trends and innovations in change management.

Due to the large number of submissions and limited session slots, many submissions will score well but may not be accepted. Bring your 'A' game and put all of your effort into one high-quality submission.



Do not wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

Additional Speaker Tips

Some more tips on what a reviewer looks for during the proposal evaluation and ways to elevate your submission:

1. **Provide valuable takeaways for audience members.** Answer the question: "As an attendee, how can I apply this to my current position/role?"
2. **Engagement and Interaction.** Plan for opportunities to engage with the audience during your session design. You must go beyond simple Q&A.
3. **Your title should be short, concise, and accurately reflect** what your session is but should also be interesting and compelling. Your title is your 10-second elevator pitch to capture the interest of attendees.
4. **Learning objectives should be accurate.** Remember, a learning objective is what you expect the audience members to gain after participating in your session.
5. **Clear language;** please avoid using technical jargon, acronyms, and slang.
6. **Your submission must be completed** by the appropriate deadline. Incomplete or late submissions will not be accepted.
7. **Only one (1) submission** per primary speaker will be accepted for each event.
8. **Read through the form** and gather all supporting materials prior to entering information. This will help ensure a complete and well-thought-out submission.
9. **Proofread** what you have entered into the application. The ACMP Speaker Committee reviews your application based on the specified evaluation criteria. If your application is difficult to read due to spelling or grammatical errors this could negatively affect the score during the reviewing process.
10. **The maximum number of speakers is four (4) per session**, with the exception of a panel discussion session. However, four speakers are not encouraged. Too many speakers often reduce attendee interaction and dilute potential takeaways from the presentation.

Use of AI-Generated Content



ACMP supports the responsible and transparent use of AI in presentations. If you include AI-generated images, visuals, or substantive text, please provide clear attribution directly on the slide where the content appears. Attribution should be concise (e.g., "AI-generated image" or "Created with AI assistance") and visible to attendees. If AI-generated content is central to your presentation, we also encourage a brief verbal acknowledgment or a general disclosure slide. Speakers remain responsible for the accuracy, originality, and appropriateness of all content presented.

Speaker Responsibility for Content

Speakers remain solely responsible for the accuracy, originality, and appropriateness of all content presented, including ensuring they have obtained any necessary permissions, licenses, or authorizations for third-party content. ACMP does not independently verify such permissions.



2027 Webinar Speaker Guide

ACMP Call for Webinars — ACMP Member Webinars

Tips for a Successful Proposal

You do not need to be a professional speaker or trainer. In fact, we encourage submissions from practitioners of all levels within the change management industry. We want to know what you have done at your own organization to make change a success. We desire speakers who:

- Have a compelling change management story, especially a “real life” case study or example, not just a theory to share but also HOW the audience can apply it to their workplace or career advancement.
- Know that engagement is KEY to a successful session and will enlist a variety of techniques and methods to support those efforts.
- Are dynamic to listen to but also know that standing in front of a crowd, talking with a PowerPoint slide show does not create interaction and engagement.
- Are willing to be coached to continue to improve their presentation skills and effectiveness.
- Put the learner first and work to ensure the majority of attendees leave the presenter's session with solid takeaways that can be applied to advance their workplace and/or career.

What's Behind a Winning Webinar Presentation Proposal?

Your proposal should demonstrate how you will create an experience that inspires and empowers; features interactive, engaging learning; and showcases emerging trends and innovations in change management. The ACMP Digital Learning and Collaboration Committee reviews your application based on specified evaluation criteria.

During webinars, attendees will be in listen-only mode; however, speakers can incorporate polls and/or questions to encourage engagement and interaction.

Due to the large number of submissions and limited session slots, many submissions will score well but may not be accepted. Bring your 'A' game and put all of your effort into one high-quality submission.

The Association of Change Management Professionals

Advocating for the Discipline of Change Management

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Do not wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

Additional Speaker Tips

More tips on what a reviewer looks for during proposal evaluations and ways to elevate your submission:

1. Provide valuable takeaways for audience members. Answer the question: "As an attendee, how can I apply this to my current position/role?"
2. Your title should accurately reflect what your session is but should also be interesting and compelling. Your title is your 5-second elevator pitch to capture the interest of attendees.
3. Learning objectives should be accurate and aligned with the session description. Remember, a learning objective is what you expect the audience members to gain after participating in your session.
4. Clear language; please avoid using technical jargon, acronyms, and slang.
5. Your submission must be completed by the appropriate deadline. Incomplete or late submissions will not be accepted.
6. Only one (1) submission per primary speaker will be accepted for a webinar each year.
7. Read through the form and gather all supporting materials prior to entering information. This will help ensure a complete and well-thought-out submission.
8. Proofread what you have entered into the application.
9. All webinars are 60 minutes total in length. There will be 5–7 minutes of ACMP housekeeping items and introductions from the webinar host. This leaves approximately 50–55 minutes for the presentation and questions. It is recommended that you leave at least 10 minutes at the end of the presentation for questions.
10. The maximum number of speakers is four (4) per session. However, four speakers are not encouraged. Too many speakers often dilute potential takeaways from the presentation.

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