



## Professional Development Committee Proposed Certification Point Criteria Guidelines

### ASAP's Media Properties Submissions

ASAP Media's content needs vary greatly from issue to issue of *Strategic Alliance Magazine* and fluctuate daily and weekly for the Collaborative Buzz blog and ASAP eNews monthly newsletter. The needs of each property depends on a variety of factors at any given time, including topic focus for the current issue, weekly blog posts, and monthly newsletter; space constraints; and our most recent coverage. All decisions regarding acceptance of content for ASAP Media Properties and placement of that content in any property rest solely with ASAP Media and ASAP.

- All content must be relevant to a large segment of alliance management professionals at either/both a leadership and/or practitioner level
- ASAP Media will not accept any materials containing blatant self-promotion of an organization or product, or flagrant marketing and sales language
- ASAP Media content is "magazine style;" academic journal form is not accepted
- ASAP Media will not accept articles previously published in another magazine or newspaper
- Authors must be willing to accept editorial direction from ASAP Media staff

### Conference Presentations

The content of the program is the top priority in selecting speakers/panelists for any ASAP conference. ASAP is committed to providing strong educational content. The below criteria are considered in reviewing proposals for all ASAP conferences. All decisions regarding inclusion in the conference program rest solely with ASAP, thus meeting the criteria is not a guarantee that the proposal will be accepted.

- The proposed presentation must fit within the theme of the conference and program design
- Presenters must be willing to work with ASAP to shape both the content and form of their session
- Proposals need to fit into the framework of the program in terms of presentation length and schedule
- Proposals are considered on their own merit. No priority will be given to proposals based sponsorship activity, volunteer role, chapter affiliation or geography
- Sales presentations or proposals perceived to be such will not be considered
- Evaluations from previous ASAP conferences factor into decisions
- Priority is given to presentations that are original and have not been presented elsewhere
- ASAP will limit the number of presentations from any single company
- Presenters agree to adhere to all conference policies
- Membership and certification status will be considered



## **ASAP Netcast Web Seminar**

The content of the web seminar is the top priority in selecting speakers/panelists for any ASAP seminar. ASAP is committed to providing strong educational content. The below criteria are used in reviewing proposals for all web seminars. All decisions regarding inclusion in the seminar calendar rest solely with ASAP, thus meeting the criteria is not a guarantee that the proposal will be accepted.

- Proposals need to fit into the framework of the program in terms of editorial calendar and presentation length
- Presenters must be willing to work with ASAP to shape both the content and form of their session
- Proposals are considered on their own merit. No priority will be given to proposals based sponsorship activity, volunteer role, chapter affiliation or geography
- Sales presentations or proposals perceived to be such will be not be considered
- Membership and certification status will be considered
  
- Providing an explanation of the operational, financial, and/or strategic benefits that have come from implementing the practice
- Identifying any other relevant thoughts about the best practice that are believed to help the reader understand and/or implement it

## **ASAP Member Library**

Publications accepted for the library should:

- Be well written and formatted. They need not be professionally produced but should meet minimum standards in editorial and production quality
- Be related to the discipline of alliance management. They may cover topics which are considered context skills according to the ASAP competency model such as 'conflict management' or 'business case development', etc. if there is a clear application to the function of alliance management
- Describe practices or case examples which have demonstrated the ability to produce tangible results and value in actual alliances. It is acceptable for library materials to be at a more basic or tutorial level than may be deemed appropriate for BPB publications
- Contain actionable guidance such that the cited tools, techniques or processes can be put into practice. Tools and templates and examples which may be adapted for member use are highly desirable
- Be current, written within the past few years
- Stand on their own as documents. White paper or article formats are best. However, presentations may be acceptable, if they provide value without the speaker narration



## **Approved ASAP Courses and Education Provider Courses**

Individuals and organizations need to be approved through ASAP's Educational Partner Provider Program (the EPPP will be on a hyperlink when posted to the website).

Continuing Education and non-ASAP courses:

- Must be related to the discipline of alliance management.
- They may cover topics which are considered context skills according to the ASAP competency model such as 'conflict management' or 'business case development', etc. if there is a clear application to the function of alliance management
- Applicants must provide course descriptions and proof of attendance

## **Non-ASAP Conferences**

Delivering a presentation or attending a non-ASAP conference such as the Conference Board, Strategic Alliance Conferences, may be eligible for points. Please contact ASAP for approval.

## **Service to the Profession**

It is recognized that leadership and participation on committees, task forces, chapter activities can encompass a broad spectrum of commitment and hours of service. The point allocation is a generalization of the anticipated level of activity. Leaders of these activities can recommend different point values if there is solid support that the activity warrants a greater or lesser point allocation in order to be equitable. General recommended guideline is that one hour of contribution is equal to 0.1 point. Hence 10 hours of service would be valued as 1 point.