



ASTD RMC (Rocky Mountain Chapter) Request for Speaker Proposals (RFP) FAQ's

A Request for Proposal (RFP) is a form used by the chapter to solicit presenters for the topics selected for the chapter's program and professional development calendar. Any chapter member or non-member can submit a proposal to be a General Meeting presenter or to be a professional development event presenter. A committee of chapter volunteers will review the RFPs and make the selections based on the criteria in the RFP. **Please submit your RFP by completing the proposal application form [here](#).**

Introduction

Our need for speakers

Every year the ASTD RMC Chapter seeks local and national speakers to provide education and training for its membership. We look for the special presenter who can challenge and prepare us with the leading edge information for workplace learning through inquiry, analysis, and application.

This year we have the following opportunities available:

- General Meetings
- Webinars
- Professional Development Workshops

Presentation Themes

ASTD RMC uses elements of the [ASTD Competency Model, Figure 1](#), as the thematic source for all of our monthly presentation opportunities.

The themes for our monthly meetings, webinars, and our professional development events are from the nine [Areas of Expertise \[AOE\]](#) identified by our national organization as essential knowledge and skill for our profession. Any workplace learning professional strives to have knowledge, skill, and professional aptitude in these areas.



Basic Information for All Speakers

Introduction In this section you'll find information helpful to prepare your proposal. If you have questions, please contact:

- Patie Jansen - VP of Programs: patie@strategicinsight.biz
- Dana Bowler - VP of Webinars and e-learning: dana.bowler@webex.com

ASTD Membership Requirement Membership in ASTD (national or local chapter) is not required to submit your proposal as a presenter, but members will receive preference when considering similar proposals.

Payment and Expenses Please contact Patie Jansen or Dana Bowler to discuss the specific details regarding payment and expenses.

Here are the general guidelines that apply:

General Meetings: The chapter budgets the general meeting to break even with fixed costs (location, food and audio visual). We ask speakers at general meetings to volunteer their time; however, we do pay for the presenter's meeting fee, which includes a meal.

Professional Development Events: The chapter pays the expenses for the speaker.

Webinars: The chapter pays the webinar expenses and we ask that speakers volunteer their time.

Proposal submission form All those submitting a proposal to speak must use the chapter's proposal form.

Restriction on ASTD logo use The ASTD logo is available for use on any announcements or material with written permission from the organization.

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Restriction on marketing	<p>You can include the name of your business, business address and contact information on your handout.</p> <p>You can display your marketing materials and sell your products at the presenter's table.</p> <p>Please do not include any verbal or written marketing or sales content for your services or products as part of your presentation.</p> <p>We sincerely hope the visibility as an expert in the field will be rewarding to you and result in follow-up from participants.</p>
Speaking at more than one general meeting, workshop, or webinar	<p>You can propose to be the speaker for a general meeting, a webinar, and a professional development workshop. You will need to submit a proposal for each. Please read the information for each type of meeting.</p>
General Meeting Themes	<p>The themes for our monthly meetings, webinars, and our professional development events are from the nine Areas of Expertise [AOE] identified by our national organization as essential knowledge and skill for our profession. Any workplace learning professional in any of the four main roles we may have (Learning Strategist, Business Partner, Project Manager, Professional Specialist), must strive to achieve the knowledge, skill, and professional attitudes in these areas.</p>
Format	<p>We ask general meeting speakers to incorporate learning activities in their presentations.</p>
Presentation Length	<p>Presentations will last 50 - 60 minutes.</p>
Audio Visual Support	<p>We provide a projector and screen for your use, as well as an optional flip chart.</p>

**Selection
Criteria**

We select speakers using the following criteria:

- Topic is directly aligned with the designated [Area of Expertise \[AOE\]](#)
 - Clearly stated learning objectives
 - Minimum of one interactive activity during your presentation
 - Two references familiar with your presentation style
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**Speaking at
both the
general meeting
and
professional
development
workshop**

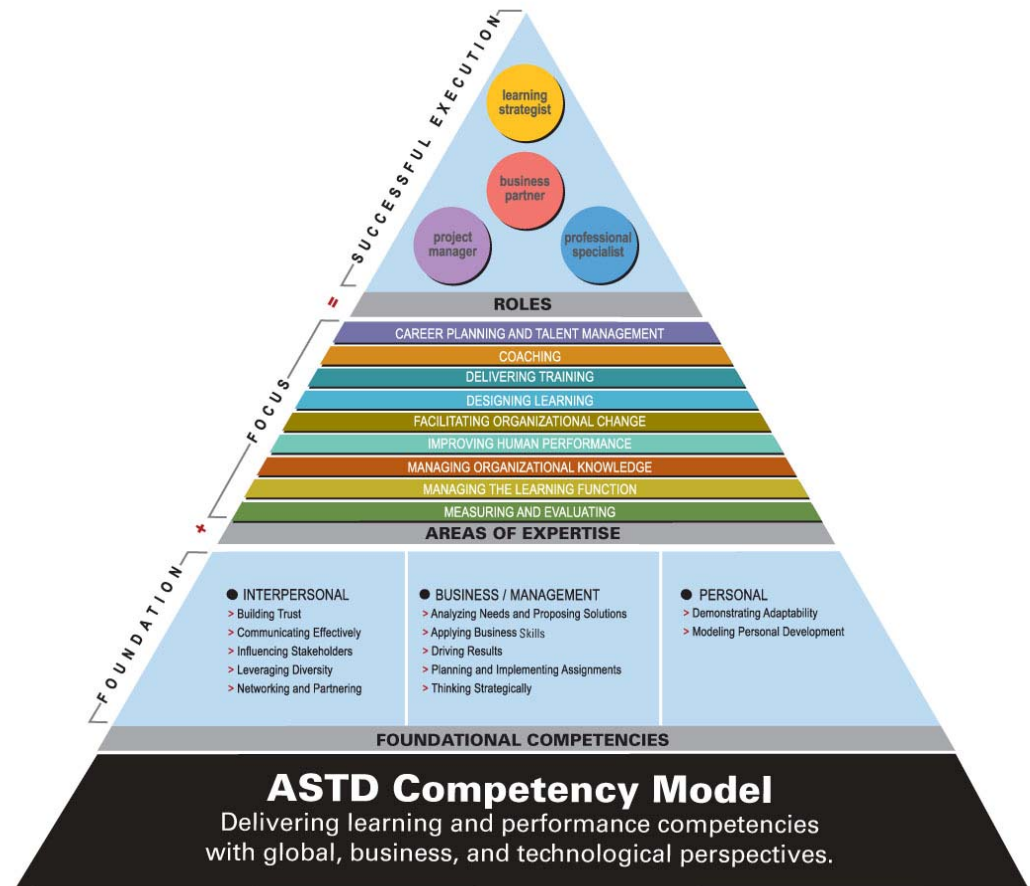
Speakers interested in presenting at a monthly meeting may want to consider offering a webinar that supports the presentation – with the webinar to be delivered either before or after the general meeting.

If you want to speak at both events, you must complete a proposal submission for each event.

Nine Areas of Expertise (AOE)

1. Career Planning
2. Coaching
3. Delivering Training
4. Designing Learning
5. Facilitating Organizational Change
6. Improving Human Performance
7. Managing Organizational Knowledge
8. Managing The Learning Function
9. Measuring and Evaluating

*Figure 1. ASTD
Competency
Model*





Areas of Expertise [AOE's] defined:

1. Career Planning and Talent Management:

Ensuring that employees have the right skills to meet the strategic challenges of the organization; assuring the alignment of individual career planning and organization talent management processes to achieve an optimal match between individual and organizational needs; promoting individual growth and organizational renewal.

2. Coaching

Using an interactive process to help individuals and organizations develop more rapidly and produce more satisfying results; improving other's ability to set goals, take action, make better decisions, and make full use of their natural strengths.

3. Delivering Training

Delivering training solutions (for example, courses, guided experience) in a manner that both engages the learner and produces desired outcomes; managing and responding to learner needs; ensuring that the learning solution is made available or delivered in a timely and effective manner.

4. Designing Learning

Designing, creating, and developing learning interventions to meet needs; analyzing and selecting the most appropriated strategy, methodologies, and technologies to maximize the learning experience and impact.

5. Facilitating Organizational Change

Leading, managing, and facilitating change within organizations.

6. Improving Human Performance

Applying a systematic process of discovering and analyzing human performance gaps; planning for future improvements in human performance; designing and developing cost-effective and ethically justifiable solutions to close performance gaps; partnering with the customer when identifying the opportunity and the solutions; implementing the solutions; monitoring the change; evaluating the results.

7. Managing Organizational Knowledge

Serving as a catalyst and visionary for knowledge sharing; developing and championing a plan for transforming the organization into a knowledge-creating and knowledge-sharing entity; initiating, driving, and integrating the organization's knowledge management efforts.

8. Managing the Learning Function

Providing leadership in developing human capital to execute the organization's strategy; planning, organizing, monitoring, and adjusting activities associated with the administration of workplace learning and performance.

9. Measuring and Evaluating

Gathering data to answer specific questions regarding the value or impact of learning and performance solutions; focusing on the impact of individual programs and creating overall measures of system effectiveness; leveraging findings to increase effectiveness and provide recommendations for change.