Scale HR 2020

Presented by
SHOCKINGLY DIFFERENT LEADERSHIP

The only strategy conference dedicated to scaling HR's capability and capacity to support organizational growth, business transformation, and the workforce of the future.

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CALL FOR SPEAKERS: Speaker Resource Guide

Tips for a Successful Proposal

You don't need to be a professional speaker or trainer. In fact, we encourage submissions from practitioners "in the trenches, people leaders, service providers and/or people who happen to just be "in the know". We desire speakers who:

- Have a compelling story about scaling HR capability or capacity, especially a "real life" case study or example or data/research - not just a theory but also HOW the audience can apply it to their workplace or career situations.
- Know that interaction and engagement is KEY to their session success and will enlist a variety of techniques and methods to support those efforts.
- Are top rated speakers from previous conferences or are comfortable speaking to audience sizes from 30 to 900 participants.
- Are dynamic to listen to but also know that standing in front of a crowd, talking to 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 that the majority of attendees walk out of their session with solid take-aways 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 conference 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 HR. Because your initial presentation is very short in length, you must be sure to weed out fluff and provide insights which have distinguishing value.

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

Don't wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

Who is the Typical ScaleHR Attendee?

While we welcome all registrants, most of our attendees are seasoned professionals (8+ years) in their respective fields. Leaders and/or influencers from all HR functions, business functions, and the service providers who support them are typical conference attendees.

Topics

The ScaleHR Conference Committees are charged with soliciting and carefully vetting the most advanced and emerging HR-scalability content available. Our micro-learning strategy labs serve as a primary differentiator for the conference experience.

Submissions should align with one of these track topics:

- **DIVERSITY & INCLUSION:** How D&I Will Drive the Business Strategy of the Future
- **LEGAL:** Chopping Up HR Legal Hot Potatoes – Legal risks and implications which are on the horizon.
- **TECHNOLOGY**: Debunking Myths & Understanding the Next-Gen Technology Transforming the HR Industry and the Workforce
- **TALENT MANAGEMENT:** Build – Buy – Borrow? How to immediately bridge the talent gap
- **MEGATRENDS IN HR:** Peeking Around the Corner on "What's Next" That Could Impact the World of HR
- **VENDOR ENGAGEMENT:** Critical factors to constructing win-win engagements between employers and HR service providers
- **STRATEGIC PARTNERSHIPS:** Don't Go At It Alone: How to scale by developing strategic partnerships and joint ventures with other entities
- **EMPLOYER BRANDING:** Reimagining What It Means to Become an Employer of Choice

Having a great subtopic is important to your success as a presenter. Consider the following three questions when choosing a presentation topic to get the audience excited and keep them engaged.

1) What is a common industry-specific problem? This should be something that the intended audience identifies as universal among themselves. It's a problem that everyone can relate to, yet is not easily solved.

2) What is your experience with the problem? Apply your personal story, sharing how the problem affected you, what you did to solve it, and things you learned along the way. This makes your presentation unique, and more interesting than a basic lesson on how to do something.

3) What's in it for the audience? Give your audience a clear takeaway, providing ideas and inspiration for them to address the same problem. This will help to ensure that your message is understood and remembered.

General Ideas to Help You Determine a Topic
What is a common problem in the industry and how we overcome it?
What opportunities exist for industry leaders to improve the way they work?
How might new technologies, processes or resources transform the industry in the near future?
How do new and classical solutions compare in addressing industry challenges?
How can you convince your boss to get on board with a new strategy to scale up HR capability or capacity?
Share tips/tricks to support organizational growth, business transformation and/or the workforce of the future.
Show how companies are pushing boundaries in the industry.

Learning Points ScaleHR Attendees Value in Presentations **How to . . . .**	
Boost Productivity	Reduce Costs
Prepare for the Future	Increase Quality of Work
Improve Collaboration Across Project Teams	Make Faster, More Accurate Decisions
Streamline Operations on Concurrent Projects	Build a Competitive Advantage
Enhance Employee Skill Sets	Decrease Costly Mistakes
Improve Business Leader Satisfaction	Drive Continuous Improvement
Reduce Legal Risk	Achieve Compliance Requirements

Video Sample

A link to a short video is highly desired with your submission.
Videos can be an existing video of a previous session or a simple smart phone, tablet, or webcam new video clip.

If you are creating a new video clip, we would suggest that you introduce yourself and communicate why and how attending your session will help attendees solve complex problems and advance the profession.

Although a 'video' clip is highly desired, this can be a simple 1 - 3 minute clip from your webcam or camera phone discussing your topic and why you look forward to presenting it at the Conference. **But remember, the more professional you sound in your clip, the better it will compare to others. The reviewers DO listen to each and every video.**

Additional Speaker Tips

Some more tips on what a reviewer looks for that will help elevate your proposal:

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 audience engagement into your session design. You must go beyond simple Q&A.

3. Your title should accurately reflect what your talk is but should also be interesting and compelling. Your title is your ten second elevator pitch that captures the interest of attendees.

4. Learning objectives should be accurate. Remember, a learning objective is what you expect the audience members to be able to do after participating in your session, even if it is gaining additional insight.

5. Clear language; please avoid using technical jargon, acronyms and slang.

6. Your submission must be completed by the appropriate deadline. No incomplete or late submissions will be reviewed.

7. Only one (1) submission per 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 ScaleHR Speaker Committee reviews your application based on the specified evaluation criteria. If your application is difficult to read because of spelling or grammatical errors it will be difficult for your proposal to receive a high score in the review process.

10. The maximum number of speakers is two per session. Too many speakers in a strategy lab format often reduce the amount of attendee interaction and dilute take-aways.

11. If you also opt to speak at a ScaleHR promotional webinar, please be sure to plan for 10 minutes of content, 10 minutes for Q&A and 5 minutes for introductions, reminders, housekeeping notes. However, please also still have an engagement plan for getting attendees to think, respond, and react in the virtual setting.

Additional Speaker Resources

Getting Started
- 15 Ways to be a Better Speaker
- Effective Presentations 101 – The Top 10
- The Seven Sins of Visual Presentations
- Top 10 Websites for Presentation Images

Making Progress
- Become familiar with Adult Learning Theory and the six principles of adult learning
- Eight Conference Presentation Myths That Hamstring Attendees' Learning
- We Need Facilitators Of Learning Not Speakers Of Stats
- From Panic To Calm: Strategies To Help Presenters Leverage Adult Learning Principles