

## Developing Educational Programs

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### Developing a Call for Speakers

Sending out a call for speakers is a great way to reach a wider group of professionals and subject-matter-experts that would like to present at your educational event. The call for speakers should be distributed (via e-mail, posting on your society website, etc.) at least 8 months before your event. Distribute the call for speakers to as many potential speakers as possible to get the best selection. Some ideas of potential audiences include:

- A speaker you know
- A colleague with subject-matter expertise
- Speakers who have previously presented at your conference(s)
- Recommendations from colleagues
- Recommendations from ASHRA
- A vendor or consultant you know with subject-matter expertise
- Posting your call for speakers on your organization's Web site

The call for speakers should include the following components:

- Branding (e.g., program design, your organization's logo)
- Clear title (e.g., ASHRA Call for Presentations)
- Date and location of the event
- Brief description of the event / What you are looking for
- Guidelines for submitting a proposal
- Selection criteria / how proposals will be evaluated
- Speaker compensation policy
- Timeline for selection notification and other critical dates

Please see Appendix A for a sample Call for Speakers

### Selecting Learning Sessions

Determine how learning sessions for your program will be selected. Do you have someone with an educational programming background, or will you coordinate a volunteer selection committee? Other things to consider when selecting learning sessions:

- Space
- Conference theme – which topics will be covered?
- Amount of sessions per topic
- Membership survey on topics of interest
- Verification of references

### **Notifying Speakers**

Ideally, speakers will be notified about the status of their proposal over a telephone conversation. In this conversation, the presentation title, type of learning session for which they were selected for, and date and time of presentation (the schedule of sessions has been finalized) should be confirmed.

Following the telephone conversation, send a written notice to every potential speaker, whether they were selected for a session or not. See the sample letters in Appendix B.

- Acceptance Letter
  - Create one form letter for every type of learning session (e.g. regular session, panel session, master session, best practice, etc.)
  - Acceptance letter components will be:
    - Address line
    - Date of letter
    - Salutation
    - Congratulations on selection
    - Date and time of presentation
    - Reminder of speaker compensation policy
    - Next steps
  
- Enclosed Forms
  - Enclose an audio visual (a.v.) request form with each speaker letter, if you will be offering to order any additional equipment. (e.g. at the ASHHRA Annual Conference, each breakout session room is equipped with a podium, LCD projector and screen, and one wireless microphone. Presenters may request additional microphones, flipcharts, etc. as needed for their presentation)
  - Include a biographical information form. This form allows you to get the information you will need to introduce your presenters at the beginning of their sessions.
  - Let presenters know how they should arrange housing, if needed. If you will not be keeping a rooming list, include the hotel contact information in your notification letter, as well as the cut-off date for room reservations.

### **Evaluating Learning Sessions**

Develop a learning session evaluation form to be distributed to attendees at each learning session. Your evaluation criteria should be the same for all sessions and consistent year after year. Your learning session room monitors should distribute the evaluations at the beginning of each session and collect them when the session is finished. The results should be averaged. See Appendix C for sample evaluation criteria.

Evaluations allow you to see how attendees rate a particular speaker and a topic, and you may even get ideas for future programs from them. Many speakers also like to see their evaluations, so you may want to send the speaker their average scores.

### **Developing a Speakers Bureau**

A speaker's bureau can be a valuable resource for you to contact potential speakers for your program, or to recommend a speaker to one of your colleagues.

Create a database (or spreadsheet) for internal use that notes the presenter's name, contact information, topics they are qualified to speak on, and, if they have presented at your conference, their average evaluation score(s). A speakers bureau can be organized a number of ways, notably alphabetically by speaker's name, or by topic. See Appendix D for a sample database.

### **Offering Certified in Healthcare Human Resources (CHHR) Examination**

A professional who holds the credential of Certified in Healthcare Human Resources (CHHR) is knowledgeable of the health care environment and health care workforce needs, and is able to adapt this knowledge to their individual health care organization's needs and goals. This professional provides strategic guidance in the interfacing of HR programs and practices to meet the overall mission and vision of the health care organization.

Chapters have the ability to offer the CHHR examination at their chapter programs to attract attendees and promote the importance of this health care HR certification. For more information, please contact [ashhra@aha.org](mailto:ashhra@aha.org).

## Appendix A: Sample Call for Speakers

Logo

### Call for Speakers

<<Event Title>>

<<Dates & Location>>

We invite you to share your experiences and learning through this **Call for Speakers** for the <<Event Title>>. Through interactive learning sessions, special events, and networking opportunities, we create a community of learning and knowledge sharing that raises the skills and the voices of HR leaders and healthcare professionals.

As we prepare for this event, we are committed to enhancing the strategic role of HR professionals – with the objective of giving all conference attendees tools and learning experiences that support their healthcare and HR leadership journeys.

#### Selection Criteria for Learning Sessions

To ensure that a balanced conference program is offered, selections are made based on the following criteria:

- <<Clearly state your selection criteria here – examples below>>
- Thoroughness of the subject matter and proposal
- Originality of materials
- Quality of stated learning objectives
- Level of interactivity and method of diverse teaching styles
- Quality of takeaway tools offered to attendees (e.g., sample partnership agreements, auditing tools, metrics, grant proposals, job descriptions, sample policies, white papers, case studies)
- Appeal to a diverse and broad spectrum of attendees
- Previous presentation experience and feedback from references
- Value to event audience

#### Submission Guidelines

- Please identify the title or job function for whom the content is most relevant (e.g., CHRO or VP of HR, HR director or manager, or HR specialist)
- General learning sessions will be <<Insert time allotted>> with an average attendance of <<expected #>> participants. Speakers are required to structure their presentations to allow for a Q&A session within the allotted time frame
- <<Note here if you will require speakers to submit their presentation materials before the conference for review and approval>>

- <<Note here if you will be distributing a conference CD-ROM, selling follow-up materials or handouts, etc. – the speaker will need to agree to this>>
- Speakers are responsible for obtaining permission to reprint copyrighted material
- Presentations will be scheduled throughout the event. Please do not submit a proposal unless you are able to appear on any day of the event
- <<Refer to or insert timeline here with all relevant dates>>.

### **Speaker Compensation**

In appreciation of your time and expertise, we have developed the following policy on speaker compensation:

- Clearly outline your speaker compensation policy here. Will you be providing:
- Complimentary registration?
- Paid expenses? If so, which ones?
- The opportunity to be considered for an award?
- Etc...

**Presentation Proposal**  
 <<Submission Deadline>>

Type of Session		
	Yes	No
<b>Regular Learning Session</b> (<<time length>>, general audience)		
<<Additional type of session>> (<<time length>>, level of audience i.e. executive-level, etc.)		

**Primary Presenter Information**

(Items with an asterisk will be printed in the conference brochure)

<b>*Name</b>	
<b>*Credentials</b> (Please abbreviate; ex: PHR, SPHR)	
<b>*Title</b> (Please abbreviate; ex: VP of HR, CHRO)	
<b>*Organization / Facility</b>	
<b>Street Address</b>	
<b>City, State, Zip</b>	
<b>Telephone</b> (Office)	
<b>Telephone</b> (Personal)	
<b>Fax</b>	
<b>E-mail</b>	
<b>Contact number in case of emergency</b>	

All correspondence regarding this proposal will be sent to the person listed above as the **Primary Presenter** unless an alternate contact is provided here:

<b>Alternate Contact Name</b>	
<b>Title</b>	
<b>Organization / Facility</b>	
<b>Street Address</b>	
<b>City, State, Zip</b>	
<b>Telephone</b>	
<b>E-mail</b>	

**Co-Presenter Information – Please copy and complete this page for each co-presenter**

(Items with an asterisk will be printed in the conference brochure)

<b>*Name</b>	
<b>*Credentials</b> (Please abbreviate; ex: PHR, SPHR)	
<b>*Title</b> (Please abbreviate; ex: VP of HR, CHRO)	
<b>*Organization / Facility</b>	
<b>Street Address</b>	
<b>City, State, Zip</b>	
<b>Telephone</b> (Office)	
<b>Telephone</b> (Personal)	
<b>Fax</b>	
<b>E-mail</b>	
<b>Contact number in case of emergency</b>	

**Learning Session Information:**

(Items with an asterisk will be printed in the conference brochure)

<b>*Session Title</b> (15 words or less)	
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<b>Please select one or more HR topics your presentation will address</b>	<input type="checkbox"/>	<b>Benchmarking</b>	<input type="checkbox"/>	<b>Legislation</b>
	<input type="checkbox"/>	<b>Compensation / Benefits</b>	<input type="checkbox"/>	<b>Organizational Development</b>
	<input type="checkbox"/>	<b>Community Collaboration</b>	<input type="checkbox"/>	<b>Performance Management</b>
	<input type="checkbox"/>	<b>Compliance / Regulatory</b>	<input type="checkbox"/>	<b>Recognition &amp; Rewards</b>
	<input type="checkbox"/>	<b>Diversity</b>	<input type="checkbox"/>	<b>Recruitment</b>
	<input type="checkbox"/>	<b>Employment / Staffing</b>	<input type="checkbox"/>	<b>Retention</b>
	<input type="checkbox"/>	<b>HRIS &amp; New Technology</b>	<input type="checkbox"/>	<b>Strategic Planning</b>
	<input type="checkbox"/>	<b>Labor / Employee Relations</b>	<input type="checkbox"/>	<b>Succession Planning / Talent Management</b>
	<input type="checkbox"/>	<b>Leadership Development</b>	<input type="checkbox"/>	<b>Other (please explain):</b>

<b>Session Overview</b> (250 words or less; please describe content as well as method of delivery for your presentation, e.g., case study review, interactive exercises, etc.):
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<b>*Session Summary</b> (35 words or less – may be slightly altered to meet style guidelines and space limitations):
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<b>*Learning Objectives</b> (please complete this sentence: “Following my presentation, participants will be able to...”
--

1.	
2.	
3.	

<b>Please describe the takeaway tools you will provide to attendees</b> (please note that these are in addition to your presentation slideshow and may include sample forms and policies, job descriptions, white papers, or case studies)
--

1.	
2.	
3.	

<b>Have you presented this or a similar topic?</b>	<b>Yes</b>		<b>Number in attendance:</b>
	<b>No</b>		

<b>Response to Presentation:</b>
----------------------------------

<b>Please provide a brief summary of your presentation experience:</b>
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<b>Please provide three references who we may contact that have recently heard you present a learning session</b>
---



	Name	Phone	E-mail
1.			
2.			
3.			

**Acknowledgement & Acceptance of Terms and Conditions**

As the primary presenter for this session, I have thoroughly read the submission guidelines, selection criteria, and terms for speaker compensation, and I understand and agree that I will be responsible for communicating in a timely manner with <<organization staff, committee, etc.>>, and any co-presenter(s) regarding information about my session. I understand that:

- o <<Organization name / committee>> has final determination of the format and length of my session.
- o I am responsible for adhering to the presentation timeline and guidelines for submission outlined in this document.
- o <<Note here what materials speakers will be required to bring to the conference – e.g. presentation, computer, handouts, etc.>>
- o As <<organization name>> programs are noncommercial forums, the direct promotion of products and services is prohibited.
- o This session may be audio taped, and my co-presenter(s) and I agree to this condition.
- o I am responsible for obtaining permission to reproduce copyrighted materials
- o I must refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group.

I agree with the terms and conditions outlined in this Call for Speakers. I also convey my permission and that of my co-presenter(s) for <<organization name>> to reproduce and distribute the session handouts prior to, during and after the conference. In the event of a cancellation, I will notify <<organization name>> in a timely manner or send a speaker that is knowledgeable of my presentation.

**Signature:**

**Name:**

**Date:**

**<<Note proposal return method here – both contact person and e-mail or mailing address>>.**  
**If you have any questions regarding the submission process, please call (xxx) xxx-xxxx.**

## Call for Presentations Timeline

### **Dates to Remember:**

<<Note all dates and what is due at that time here>>

<<Date>>	Proposals Due
<<Date>>	Proposals Evaluated
<<Date>>	Notification Letters Sent
<<Date>>	Speaker Forms Due (A.V., Biographical Info., etc.)
<<Date>>	Draft of Presentation Materials Due
<<Date>>	Final Presentation Materials Due
<<Date>>	Event Date

## Appendix B: Sample Speaker Notification Letters

<<Date>>

<<Address Block>>

Dear <<Name>>:

On behalf of <<Organization / committee name>>, I would like to congratulate you on being selected to present your program, <<Presentation Title>> on <<Date>> from <<Time frame>>

This year's event, "<<Event Title>>" will convene on <<Start date>> and end <<End date>>. We look forward to offering our members another high-quality learning and networking experience.

As promised, <<Reiterate your speaker compensation policy here. If you will automatically register presenters for the conference, note that here. Also let them know if any guests and/or co-presenters will need to register themselves>>.

Please see the enclosed forms and read below regarding important next steps. Thank you in advance for assisting us with your timely response and adherence to deadlines. If you have any questions regarding any of the enclosed materials, please contact <<Insert contact name and information>>.

### Hotel

<<Note how speakers will make their hotel reservations here. Will you keep a rooming list, or will speakers be required to do so on their own?>>

### Audio Visual Equipment

All presentation rooms will be equipped with <<Note what each room will be pre-set with>>. Please complete and return the attached Audio Visual Equipment Request Form noting any additional equipment you will require by <<Deadline>>.

Sincerely,

Contact Name

<<Date>>

<<Address Block>>

Dear <<Name>>:

On behalf of <<Organization / committee name>>, I would like to thank you for submitting your program, <<Presentation Title>> for our event, <<Event Title>>. We appreciate your interest in contributing to our event.

We have completed the process of identifying topics and securing faculty for this event. This year, we were faced with a challenging selection process because of the large number of distinguished proposals.

We regret to inform you that your submission was not selected for this year's program. <<Insert a contact person they can follow up with to discuss their proposal and/or list other educational opportunities you might offer throughout the year>>

We look forward to working with you in the future, and thank you again for your interest.

Sincerely,

Contact Name

## Appendix C: Sample Evaluation Criteria

The following criteria can be evaluated on a scale (1-5) and averaged for a report of overall learning session satisfaction. Also leave a space at the bottom of each form for attendee comments.

Completeness of Session Content

Application of Content to Your Job / Organization

Presenter's Knowledge of the Subject

Presentation and Delivery Skills

Satisfaction with Insight Gained as a Result of this Session

Satisfaction with Session Compared to Similar Sessions you have Attended

Would you Recommend this Speaker or Topic to a Colleague?

**Appendix D: Sample Speakers Bureau Database**  
 (Best organized in a database or spreadsheet)

<b>Presenter Name</b>	<b>Title</b>	<b>Facility</b>	<b>Address</b>	<b>C/S/Z</b>	<b>Phone</b>	<b>E-mail</b>	<b>Area(s) of Expertise</b>	<b>Score(s)</b>
Last, First	Title	Company Name	1234 First St.	City, state zip	Phone Number	E-mail	Benefits	2006: 3.98 2007: 4.65