

# 2022 AACCS Annual Conference

## Call for Presentations

### Speaker Application Instructions

Please complete the Speaker Application to apply as a speaker for 2022 AACCS Annual Conference, October 13 – 16, 2022, New Orleans. Submissions for sessions to be considered for Annual must be received by **August 18, 2022**.

The AACCS Events Committee is at work creating a can't-miss Annual Conference. The theme for 2022 is **"Working Together to Strengthen our Future."**

The Annual Conference audience is primarily school owners and directors in the areas of operations, finance, compliance, admissions, marketing, and career services.

#### 2022 Education Tracks

Concurrent breakout sessions will be offered in the tracks listed below. Do you have expertise or lessons learned to share with your AACCS community in any of the following areas? (Topics listed are suggestions only.)

Track	Possible session topics	
Operations/Owners	<ul style="list-style-type: none"> <li>• Best practices</li> <li>• Hiring a consultant</li> <li>• Salary benchmarking</li> <li>• Improving retention</li> </ul>	<ul style="list-style-type: none"> <li>• Expanding operations/adding a campus</li> <li>• Replacing yourself—hiring a COO; exit strategy planning; next generation</li> <li>• Leaders vs. doers</li> </ul>
Compliance/ Government Relations	<ul style="list-style-type: none"> <li>• Title IV training</li> <li>• Looking toward the 118<sup>th</sup> Congress</li> <li>• Countdown to election day—impact on our schools</li> </ul>	<ul style="list-style-type: none"> <li>• Gainful Employment—what's next?</li> <li>• State government relations—a review of 2022 and preview of 2023</li> <li>• Meeting NACCAS Commission Candidates/ NACCAS Commissioners</li> </ul>
Admissions and Marketing	<ul style="list-style-type: none"> <li>• Social media marketing</li> <li>• Keeping compliant with marketing</li> <li>• Training and managing admissions talent</li> </ul>	<ul style="list-style-type: none"> <li>• Lead acquisition and conversion</li> <li>• Marketing that stands out from your competition</li> </ul>
Financial Aid and Funding	<ul style="list-style-type: none"> <li>• Financial aid audits</li> <li>• Default management</li> </ul>	<ul style="list-style-type: none"> <li>• Report from the Department of Education</li> <li>• Workforce funding, grants, and scholarships</li> </ul>
Career Services	<ul style="list-style-type: none"> <li>• Partnering with employers</li> <li>• Guiding students to the right first job</li> </ul>	<ul style="list-style-type: none"> <li>• Placements and compliance</li> <li>• Licensure preparation</li> </ul>
New Schools	<ul style="list-style-type: none"> <li>• I'm licensed—now what?</li> <li>• Growing a new school</li> <li>• Pre-accreditation planning</li> <li>• Picking an accreditor</li> </ul>	<ul style="list-style-type: none"> <li>• Running a successful non-accredited school</li> <li>• Accounting 101 for new schools</li> <li>• Social media on a budget</li> </ul>

*\*Please note: AACCS may edit workshop title and description for marketing purposes.*

When developing educational sessions at AACCS events, our primary goal is to address the most pressing, current, and emerging management issues in the beauty and wellness industry. We aim to help professionals excel in their careers.

#### Session formats:

AACCS is eager to explore new ways for attendees to learn and be inspired. Many of our sessions will follow a traditional, solo presenter format, but we are looking to incorporate a variety of formats to include panel discussions, immersive workshops, and other interactive sessions.

- **Presentations:** These sessions are typically 50 minutes in length and feature thought leadership from analysts and experts in the profession. Presenters should come prepared with original content for the AACS audience and offer tactical advice to attendees.
- **Panel Discussions:** These sessions vary from 45 to 60 minutes depending on the event and feature an experienced moderator, leading a discussion with a panel of experts. Preference is given to proposals with moderators and experts (from different industries or different size companies) who come prepared with short presentations to enhance the learning.
- **Interactive Audience Sessions:** Highly interactive sessions, typically 50 minutes in length, featuring polling, Q&A, and other approaches that help crowdsource audience insights, enable attendees to share their opinions and drive engagement with speakers.
- **Workshops:** These two- to four-hour workshops are typically held before the conference and allow for in-depth discussion and learning on new approaches and best practices. Workshops should be designed for hands-on interactivity and networking among participants, along with practical takeaways.

#### **Proof of performance:**

Proof of performance is required for all speakers. AACS strives to offer a balanced program of educational sessions and qualified speakers at our events. Proof of performance plays a strong role in the selection of proposals and is required to make the proposal complete.

Accepted forms of proof of performance include:

- Link to a video recording of the proposed speaker presenting a session to an audience (preferred);
- Link to a video recording of the proposed speaker simulating a presentation to an audience; and/or
- Link to a summary of evaluations from a program the speaker previously presented.

#### **Speaker expectations and honoraria:**

Given the AACS tradition of using educational sessions as a platform to showcase innovation in the beauty and wellness industry, we look for presenters who are willing to share their expertise without the expectation of payment.

#### **Other speaker requirements:**

- To acknowledge availability to speak during any timeframe of the event and as such not request a change to the session time frame assigned, if selected
- To work closely with event programming staff and meet all deadlines
- To make no substantial changes to content, format, audio/visual needs, room set-up, and identity or number of presenters without prior approval from AACS
- To design and provide high-quality PowerPoint (or similar) presentations, in electronic format, by the deadline given
- To recognize that a session is an opportunity to share information and is not a showcase for promotion of business, practice, service, or product. No commercial presentations will be accepted. If sessions are company-sponsored the sponsor's name must be disclosed.
- To be available for press interviews, if requested. Members of the press may be attending your session

#### **Speaker benefits provided by AACS:**

- Speakers (including co-presenters) receive a complimentary one-day registration for the day of their presentation. Speakers may upgrade to a full-conference registration by paying the difference between the one-day registration rate and either member or non-member Regular

rate. Travel and expense reimbursements are not included and are the responsibility of the speaker.

- Speakers receive valuable professional exposure on the event Web site and in event marketing materials.
- Speakers receive an evaluation report with session ratings after the conference.

### **Relevant Criteria**

AACS typically receives a significantly greater number of proposals for its programs than the schedules will accommodate. Successful proposals will be selected taking into account the following criteria:

- **Propose fresh material.** AACS thrives on providing new and widely relevant information to attendees. Proposals must provide fresh content and avoid repeating topics from previous AACS agendas unless there have been major new developments. Please explain how the proposal is relevant to attendees and what attendees will learn and takeaway from the session (the learning objectives). Proposals based on specific issues or sectors should also indicate how those issues apply more broadly and can be useful to a wide range of attendees.
- **Draw on a wide and diverse pool of subject matter experts.** Proposals should include speakers that: (a) represent a range of stakeholder groups and perspectives; (b) have standing as experts in their field; (c) provide geographical and human diversity; and (d) have limited presentations at previous AACS conferences.
- **Incorporate interactive content and audience participation.** Proposals that incorporate interactive content, encourage audience participation, and facilitate interaction among speakers will be given strongest consideration. The use of PowerPoint presentations alone and lecture format is highly discouraged. Some of the most well received sessions do not include any slides or just one or two for introductory purposes, but are more speaker, attendee, and moderator interactive. Each proposed session should build in at least 15 minutes for questions and interactive discussion with attendees unless the entire session is planned as an interactive discussion with limited or no slides.
- Sessions are restricted to a maximum of three speakers and one moderator. If the moderator is expected to have a speaking/presentation role, then the session is restricted to a maximum of two speakers and one moderator/speaker. Each speaker must be from a different company or organization.
- Speakers and moderators can only participate in one session throughout the program unless determined by the Planning Committee that a need exists to ensure broad representation of a stakeholder group.
- Moderators must be AACS members. AACS membership is a requirement in order to be a moderator unless an exception is made by the Planning Committee with approval of the AACS Executive Director.

### **Selection Process**

Submissions will initially be assessed by the AACS Planning Committee according to the above criteria. Final decisions about the content of the program will be approved by the AACS Board of Directors taking into account feedback from the Planning Committee, as well as considerations about the general structure and balance of the program. Proposed speakers must represent different stakeholder groups to reflect balance and all points of view.

AACS reserves the right to accept or reject proposals based on the above criteria to benefit the overall structure of the program. In addition, AACS may request modification to proposals to meet the needs of the program. This might include modification to proposed speakers, the session type, or the learning objectives. The decision of the Board of Directors is final.