AACS Speaker Guidelines

When developing education sessions for AACS events, our primary goal is to address the most pressing, current, and emerging trends in beauty, barber, and wellness education and management. We aim to help professionals excel in their careers. *Please note: AACS may edit workshop title and description for marketing purposes.*

Inclusivity
All speakers at AACS events are expected to use inclusive language in their presentations and avoid terms, phrases, or expressions that could be racist, sexist, or biased against any group of people. In addition, the audience at AACS events is made up of professionals in all areas of the beauty, barber, and wellness education sector. Presenters must be especially mindful to avoid implying that their presentation or methods described are for "cosmetology" or another single group of attendees (unless the session is specific to a single group). The use of language that encompasses all areas of the beauty, barber, and wellness education sector is critical to ensuring attendees feel included and respects the value and diversity of the AACS audience.

Session formats
AACS is eager to explore new ways for attendees to learn and be inspired. We incorporate a variety of formats to include panel discussions, immersive workshops, and other interactive sessions. Session length ranges from 45-60 minutes depending on the event.
- **Presentations**: These sessions 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 in an engaging, interactive format that allows time for audience questions.
- **Panel Discussions**: These sessions feature an experienced moderator leading a discussion with a panel of experts. We encourage you to include experts from various segments of the industry (e.g., school owners, vendors, suppliers, and other content experts).
- **Interactive Audience Sessions**: Highly interactive sessions, featuring polling, Q&A, and other approaches that help crowdsource audience insights, enable attendees to share their opinions, and drive engagement with speakers.

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

Other speaker requirements
- Time slot requests will be considered but not guaranteed
- All deadlines must be respectfully met
- No substantial changes are to be made to content, format, audio/visual needs, room set-up, and identity or number of presenters without prior approval from AACS
- Presentations should be interactive using appropriate technology when possible
- Sessions are an opportunity to share information and 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.
- All session materials must be provided to AACS for distribution to attendees

Speaker benefits provided by AACS

- Speakers (including co-presenters) must register to attend the event in the appropriate registration category. Speakers from exhibiting companies should register as exhibitors and are included in the booth attendee count allotted to each exhibitor. 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 considering 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 take away 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 provide 10-15 minutes for questions and interactive discussion with attendees unless the entire session is planned as an interactive discussion.

Selection Process

Submissions will initially be assessed according to the above criteria. Final decisions about the content of the program will be approved by AACS considering feedback from the Events Committee, as well as considerations about the general structure and balance of the program. Proposed speakers must represent different stakeholder groups to reflect diversity, 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 AACS is final.

Proof of performance

Proof of performance may be required from 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 may be required to make the proposal complete. If proof of performance is required, you will be contacted by AACS staff.

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.