**Associations West 2025-2026 Call for Proposals**

**Prep Sheet**

**The Call for Proposals will be open June 9 – Sept 5, 2025**

Please use this form to collect your thoughts for your proposal before officially submitting your idea through the online [**Call for Proposals form**](https://auth.oxfordabstracts.com/?redirect=/stages/79173/submitter)**.**

Associations West is excited to invite dynamic, forward-thinking proposals that empower association professionals, industry partners, and the sectors they support. Our goal is to create impactful learning experiences that reflect the evolving needs of our community.

Associations West is seeking educational learning sessions for the Regional Summits, Seasonal Spectacular 2025, ELEVATE 2026, and other programming offered throughout the year.

**We’re looking for sessions that:**

* Feature diverse formats tailored to adult learners
* Spark conversation and encourage audience engagement
* Deliver practical tools and actionable insights to address real-world challenges

**PLEASE NOTE:**  
Professionalism matters. Proposals will be evaluated for clarity, grammar, and proper punctuation. Be sure to proofread before submitting. This is not a pitch for your company, this is an opportunity to provide education on your subject to a diverse group of trade association professionals.

**IMPORTANT:**  
To ensure an unbiased review process, **do not include your name, company name, or any identifying details** in your session title, description, or learning objectives. You'll be prompted to enter that information in the appropriate bio and contact fields.

**Proposal Review Process**

* **Round One: Blind Review**  
  In the first round, proposals are evaluated without any identifying speaker information. Associations West staff and member reviewers assess each submission solely on content quality, rating proposals in key areas such as overall strength, program design, and topic relevance.
* **Round Two: Speaker Review**  
  Top-rated proposals from Round One advance to the second round, where speaker information is revealed. In this phase, reviewers take a more holistic look—considering not just the content, but also the presenter’s qualifications, expertise, presentation history, and alignment with Associations West learning goals.

**Questions?** Email Megan at [megan@calsae.org](mailto:megan@calsae.org).

**PROPOSAL SUBMISSION FORM**

**\*Session Title**Provide a clear and compelling title for your session. (Limit to 10 words)

**\*Session Description**Briefly outline the purpose and focus of your session. Include the primary topic, supporting themes, and intended takeaways. (Limit to 150 words)

**\*Learning Objectives:**

Outline 3 learning objectives that attendees will achieve or comprehend after participating in your session. Use active, measurable verbs like “list,” “analyze,” “examine,” or “interpret,” etc. [View this taxonomy to help guide you.](https://www.utica.edu/academic/Assessment/new/Blooms%20Taxonomy%20-%20Best.pdf)

Objective 1:

Objective 2:

Objective 3:

**\*Session Focus – Short & Sweet**In five words or fewer, describe the core theme of your session.  
Examples: Recruitment That Works, Smarter AI Tools, Inclusive Leadership Strategies

**Session Format (Select One)  
Please choose the delivery format that best suits your session:\***

* Power Session – 30–45 minutes | Fast-paced content delivery with light interaction (e.g., brief Q&A, audience polling)
* Insights Lab – 60–90 minutes | Traditional session format with moderate interactivity (e.g., guided discussion, case examples, live Q&A)
* Voices in Focus/Panel – 60–90 minutes | Moderated conversation featuring multiple perspectives; audience engagement encouraged through Q&A or prompts
* Skill Studio – 3+ hours | In-depth, hands-on learning with a high level of interactivity (e.g., breakout activities, real-time exercises, group collaboration)
* Virtual Exchange/Webinar – 60 minutes (virtual) | Online session with opportunities for virtual participation (e.g., polls, chat, interactive Q&A)

**\*Instructional Flow**Describe your session’s structure. Outline the general timeline, instructional approach, and how you plan to engage the audience. (Limited to 150 words)

**Learning Level (Select One)**Please select which leadership level best matches who your session is best suited for.\*

* Executive Management (CEO, President, Executive Director, or Owner)
* Senior Management (VP, CFO, etc.)
* Management (Director, Manager)
* Support Staff (Coordinator, Assistant, Administrator)
* Other (please describe)

**Primary Audience Focus (Select One)\***Which best describes the audiences’ primary area of responsibility?

* Executive and Leadership
* Events and Education
* Membership and Marketing
* Operations and Finance
* Other (please describe)

**CAE Domain Alignment – New!**Which CAE domain best aligns with your session content?\*  
(Select the one that most closely reflects your session’s primary focus. For reference, you can find the CAE Domain Outline here.)

* Domain 1: Strategic Management
* Domain 2: Governance and Volunteer Leadership
* Domain 3: Organizational Strategy and Innovation
* Domain 4: Operations and Business Continuity
* Domain 5: Public Policy and Global Affairs
* Domain 6: Membership and Stakeholder Engagement
* Domain 7: Marketing, Public Relations, and Communications
* Domain 8: Leadership, Human Resources, and Culture

**Associations West Program Selection (Check all that apply)\***Indicate which Associations West program(s) you’d like your session to be considered for, and please note specific deadlines:

* Proposals for Fall Summits + Seasonal Spectacular 2025 – due June 30, 2025
* Proposals for ELEVATE + All Other Programs – due Sept 5, 2025
* Seasonal Spectacular (Dec 16-17, 2025 – Sacramento, CA)
* ELEVATE 2026 (April 12-15, 2026 – Newport Beach, CA)
* Capital Summit (Fall 2025 – Sacramento, CA)
* Bay Area Summit (Oct 17, 2025 – Oakland, CA)
* SoCal Summit (Oct 29, 2025 – Costa Mesa, CA)
* Oregon Summit (March 2025 – Oregon)
* Membership & Marketing Summit (June 2026 – Sacramento, CA)
* Online Webinars (offered throughout the year)

**SPEAKER INFORMATION**

Please enter the names of ALL speakers here - including yourself.

**Speaker 1**

* Full Name
* Credentials
* Job Title
* Organization
  + (Please note the online form says “Affiliation” but this simply means the company for which you are employed)
* City, State

**Bio\***

Please provide a brief bio about this speaker.

**Past Speaking Experience:**

Please share past speaking experience for this speaker.

**Speaker Video\***

If available, please provide a video link describing your session proposal and/or links to past speaking engagements. (Associations West strongly recommends submitting a video to help the reviewers understand your speaking style and key takeaways. The video does not need to be highly produced and can be a simple 30-60 sec video taken from a mobile device).

**Speaker 2**

* Full Name
* Credentials
* Job Title
* Organization
  + (Please note the online form says “Affiliation” but this simply means the company for which you are employed)
* City, State

**Bio**

Please provide a brief bio about this speaker.

**Past Speaking Experience:**

Please share past speaking experience for this speaker.

**Speaker Video**

If available, please provide a video link describing your session proposal and/or links to past speaking engagements.

(If you have more speakers, simply copy/paste the listing of needed information from above and indicate speaker 3, speaker 4, etc. for your own information before going to the online submission form)