# CALA
## EDUCATIONAL PROGRAM PROPOSAL
### Submission Guidelines & Presenter Responsibilities

California Assisted Living
CALA
*Association*

Each year Senior Living operators come together during CALA educational programs to participate in active learning, engage in critical discussions, and hear from outstanding presenters with a broad range of expertise within and outside their profession – from workforce development to sales and marketing; wellness and engagement to resident and dementia care; and from operations to technology, and more. Attendees expect to walk away with ready-to-use information, ideas, and best practices that both challenge and inspire them.

If you're interested in sharing your expertise by presenting an engaging, interactive learning session with practical take-aways, CALA wants to hear from you! Here's what you need to know before submitting a proposal:

- **AUDIENCE:** CALA's conference audience is comprised of senior-level staff and corporate leadership from Assisted Living, Memory Care and CCRC providers throughout the state, ranging from small, independently operated communities to large, multi-national organizations, and from providers that cater to an active lifestyle to those that specialize in caring for residents with dementia.

- **PRESENTATION STRUCTURE:** Educational sessions are 90 minutes in length. Each should incorporate innovative and engaging educational methods that provide a meaningful learning experience for participants.

- **SESSION CATEGORIES:** The following categories represent topics of interest to attendees, though submissions on other subject matter transferable and/or applicable to the conference audience are also welcome:

  | | | |
  |---|---|---|
  | Dementia Care | Legal & Regulatory Issues | Wellness & Engagement |
  | Financial Management | Resident Care | Workforce & Leadership Development |
  | Innovation & Technology | Sales & Marketing | |

- **SUBMISSION FORMAT:** Proposals must be submitted via the online form at ProposalSpace.com (there is no cost to set up an account). Up to 3 ideas may be submitted per proposal – 1 proposal maximum per individual or company. Incomplete submissions or those received after the deadline will not be considered for review. CALA reserves the right to edit session titles and descriptions for clarity and brevity.

- **PRESENTER BENEFITS:** These include, but are not limited to:
  - ✓ Increased professional visibility
  - ✓ Opportunity to collaborate with other professionals
  - ✓ Free attendance on the day of the presentation and discounted registration on other days

- **PRESENTER RESPONSIBILITIES:** CALA does not pay an honorarium, travel, per diem or other costs. Presenters are responsible for all expenses incurred in the development and implementation of their sessions and agree to ensure that all material used during a presentation is original or properly cited. Presenter must provide their own laptop computers.

- **EVALUATION PROCESS:** Submissions are peer-reviewed by a volunteer Education Committee comprised of CALA members with varied expertise. Applicants will be notified of the status of their proposal within eight weeks of the application deadline.

- **HELPFUL HINTS**
  - ✓ Avoid submitting "canned" proposals.
  - ✓ Identify an understanding of and relevance to the CALA audience.
  - ✓ Let your passion and expertise come through.
  - ✓ Demonstrate innovative, interactive learning practices.
  - ✓ Devote a portion of the program to small and/or large group interaction.
  - ✓ Educate, don't promote your company, service or product (this is strictly prohibited).
  - ✓ Up to 3 proposed topics can be included in a proposal (1 proposal limit per company or presenter).