SESSION PROPOSAL GUIDELINES
2018 Annual Meeting & MuseumExpo
May 6-9
Phoenix, Arizona

Thank you for participating in the American Alliance of Museums 2018 Annual Meeting & MuseumExpo session proposal submission process!

Please read this entire document, as it contains important information about the session proposal process and your role in it.

The American Alliance of Museums Annual Meeting & MuseumExpo is the largest, most diverse gathering of museum professionals in the world! The annual meeting draws over 4,000 attendees from throughout the U.S. and over 50 other countries. Sessions presented during the annual meeting address subject matter of concern to those working in, with, or for museums of all types, and in every functional role.

In submitting a proposal, you are contributing to the advancement, professional development, and enrichment of your colleagues. We have developed these guidelines to help make your submission a success. Please read the guidelines in their entirety before starting the process. We have also prepared an AAM Resource Directory for your reference should you need technical, content, and/or general assistance.

Proposal Submission Timeline

Session Proposal Submission Opens	**August 1**
Session Proposal Submission Deadline	**September 1**
National Program Committee Review	**September - October**
Acceptance Notifications	**December**

National Program Committee
The National Program Committee is responsible for the review and selection of program sessions and works to ensure that the program reflects a thoughtful balance of institutions, topics and perspectives. The committee is comprised of museum and independent professionals representing diverse professional expertise, geographic regions, and institutions. Each year, the National Program Committee faces the challenging task of selecting a fraction of the hundreds of session proposals submitted, making the proposal submission process extremely competitive.

Evaluation Criteria
The National Program Committee uses the following criteria when reviewing session proposals:

- The session proposal is organized, well-conceived and well-developed.
- The topic is important, timely and relevant *(this may include emerging trends, technology, global perspectives, or other content that is boundary pushing, thought-provoking and unique)*.
- The session ideas, purpose and learner outcomes are clearly focused and well-articulated
- The format is interactive, promoting connection and networking rather than the traditional lecture and PowerPoint format; session participants are encouraged to interact, share ideas, and learn in a variety of ways.
- The proposal content is broadly applicable to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size.
- The qualifications and rationale for including presenters clearly support the purpose and learner outcomes of the session proposal.
- Proposal presenters/moderators should reflect diverse communities and viewpoints on issues, practices, and/or projects.

Proposals may NOT be accepted based on the following criteria:
- Topic is too narrowly focused to have broad appeal
- Topic does not offer any new insights or innovation in the area
- Proposal description lacks clarity and/or specificity
- Proposal content lacks applicability to a diverse range of disciplines, functional perspectives, geographic locations and/or museum size if applicable

Disqualification
The following will result in disqualification of proposals and will not be reviewed by the National Program Committee:

- Proposals that appear to be "too commercial," focused on specific products and services rather than an issue
- Proposals that have not been formally "submitted" through the online proposal process *(you will be able to save proposals in development, but will be required to "submit" proposals that should be reviewed by the Program Committee)*
- Proposals that are incomplete *(e.g. Presenters are not listed)*

Diversity, Equity, Accessibility and Inclusion
The American Alliance of Museums respects, values and celebrates the unique attributes, characteristics and perspectives that make each person who they are. AAM believes that our strength lies in our diversity among the broad range of people and museums we represent. We consider diversity and inclusion a driver of institutional excellence and seek out diversity of participation, thought, and action. It is AAM's aim, that members, partners, key stakeholders and programs reflect and embrace these core values.

Proposal Login Instructions
In order to organize and submit a session proposal **you must have an AAM ID and password**, or create one during the login process. Once you log-in you will automatically return to the

Session Proposal landing page. On this page you can: "Create A Proposal" or "Edit My Proposal."

Create a Proposal
You must complete all sections of the form and click the "Submit" button by September 1 for your proposal to be considered for review by the NPC. After you click "Submit" you can no longer make edits. Each Session Organizer is limited to submitting up to two proposals to be reviewed by the National Program Committee. *The submitter should confirm that proposed presenters have not consented to serving on more than two session proposal submission.*

TIP: We encourage you to develop your session proposal offline (e.g. in a Word document) prior to submitting your proposal online. You should save this document for future reference.

IMPORTANT NOTE: Be sure to save your proposal often as the form will time out after 20 minutes and any unsaved changes will be lost. You may develop and save your session proposal over time, but it will not be officially submitted until you click the "Submit" button.

Session Organizer
The submitter or "Session Organizer" is responsible for confirming moderator and presenter participation prior to September 1. If the proposal is accepted, the organizer will serve as the session's primary point of contact and will be responsible for coordination between session moderators and presenters. The session organizer will **NOT** be listed online or in print materials. If you are both the session organizer **and** a presenter or moderator please provide your profile information under the in presenter/moderator section of the proposal form as well.

Proposed Session Title
Your session title should not exceed 85 characters *(approximately 20 words)*. We encourage you to develop a title that clearly describes the session focus. AAM reserves the right to edit accepted session proposal titles.

Brief Session Description

Please provide a two sentence description (750 character limit) that provides a succinct description of the issue or challenge and the information to be presented that will deepen insight, knowledge or understanding. This description will appear on the AAM website, mobile app and any other published meeting materials. AAM reserves the right to edit accepted session descriptions.

IMPORTANT NOTE: Your description should align with your selected session format (see below).

Detailed Session Description
Please provide a detailed session description for reviewers (2500 character limit) that includes additional information such as the session overview, main issues or topics to be addressed and the proposed approach to engage the audience (e.g. roundtable discussion, interactive activity, question and answer). The reviewers will be interested in knowing any additional details on how the session reflects the annual meeting theme and/or issues of diversity, equity, accessibility, or

inclusion. You may also share other information that the reviewers may find of interest *(e.g. Has this content been presented elsewhere? Did this program win an award? Is the session informed by research or data? Does the session build on, reflect, or support other museum-related initiatives).*This information will be shared with reviewers but will not be published.

Learning Principles

Please consider the following learning principles and reference the Evaluation Criteria as you develop your proposal.

> The AAM annual meeting audience is diverse and has a rich background of knowledge and experiences. They learn best when their perspectives are considered and acknowledged, and new information builds on their past knowledge and experiences.

- Generally, attendees are pragmatic in their learning and want to apply their learning to present situations. If the information is theoretical, they want to see a clear connection to their situation or practice.
- Attendees want to be active participants in the learning process rather than passive recipients of knowledge.

Moderator and Presenters

All moderators and presenters must have an AAM profile. If you are the session organizer, please check with your moderators and presenters to ensure that their AAM profile is up-to-date prior to September 1. You must list the names and brief biography (not to exceed 450 characters) for the moderator and each of the presenters when proposals are submitted. Biographies should support the skills and knowledge that uniquely qualify presenters in the session **and** articulate specific issues/points each will address. If accepted, presenter and moderator biographies will appear online.

IMPORTANT NOTE: If your session is accepted, presenters and moderators are expected to participate in the session onsite.

Learner Outcomes

Learner Outcomes are new skills or knowledge attendees will gain as a direct result of participating in the session. Provide three concise outcomes, not to exceed 200 characters each *(approximately 25-30 words).* Learner outcomes will appear online and are considered in the evaluation process.

TIP: As you develop Learner Outcomes, consider completing the sentence *"Participants will be better able to…" and leading each Outcome with a strong verb (e.g. "Articulate, Identify, Establish, Plan)*

Tracks

Annual meeting sessions are organized along the following tracks which are defined on the session proposal form:
- Career Management
- Collections Stewardship

- Curatorial Practice
- Development & Membership
- Education, Audience Research & Evaluation
- Exhibit Planning and Design
- Facilities Management
- Forces of Change
- Management & Administration
- Marketing & Community Engagement
- Media and Technology
- Museum Director

Tracks are designed to help participants find sessions that relate to their professional interest or job function. However, session content should be designed to appeal to museum professionals across disciplines. You may select only **one** track for your session proposal. The National Program Committee reserves the right to move proposals to another track that they may deem to be more appropriate.

IMPORTANT NOTE: AAM aims to incorporate diverse and global perspectives into all Annual Meeting tracks.

Session Formats
AAM provides four session format options:
- Case Study—a brief single case study that focuses on a specific project, program or initiative describing rational, process, solutions, successes, challenges, lessons learned
- Classroom—highly interactive, hands-on learning that focuses on specific tools or resources to assist in improving job effectiveness
- Roundtable—an actual or hypothetical situation/scenario about museum practice that engages the audience in roundtable discussions to share ideas and information
- Talk Show—moderator-guided conversation between panelists

Review the session formats carefully before making your selection. Session formats and room set-ups have been pre-determined and include specific methods of audience engagement and interaction. You may select only **one** session format.

The standard audio-visual (A/V) set-up for all session formats consists of an LCD projector, laptop, screen and microphones. **Special A/V requests and session formats will be considered, but not guaranteed.**

IMPORTANT NOTE: By submitting a session, you acknowledge that you understand and agree to present in the format selected.

Session Organizer Agreement
In submitting a proposal, you must read and agree to the following requirements and responsibilities.

As the session organizer, you are responsible for planning the session from conception to delivery and maintaining communication among the moderator, presenters, and AAM. In this role you are also responsible for ensuring that the presentation achieves its stated purpose and learner outcomes.

Please read the following agreement terms to be sure you understand your commitment before submitting a proposal. Failure to meet these requirements will jeopardize your session's acceptance, and your ability to submit future AAM annual meeting proposals.

"If my session proposal is accepted, as session organizer, I understand and agree to the following:

- ➢ I understand that the scheduling of my session is at the discretion of AAM, without exception.
- ➢ I will submit all required information by the designated deadline(s).
- ➢ I will submit all required forms and materials (e.g. Speaker Agreement, Handouts, and PowerPoint slides) by the requested deadline.
- ➢ I will confirm the participation of the session moderator and presenters prior to submitting the proposal.
- ➢ I will confirm that my presenters and moderator have not consented to serving on more than two session proposals.
- ➢ I will communicate with moderators and presenters about meeting expectations and deadlines in a timely manner, and follow-up with them as needed.
- ➢ I will help to support the facilitation of the session.
- ➢ I will review all session handout materials in advance of the meeting to ensure quality and consistency.
- ➢ I will communicate any special accessibility and session needs to AAM on behalf of the session moderator and presenters in a timely manner.
- ➢ **I understand that all moderators and presenters are responsible for their own registration and travel-related expenses.**
- ➢ I understand that all presenters and moderators will receive a "Presenter Rate" to attend the conference and should register and pay to attend the annual meeting **by the Advance Registration Deadline.**
- ➢ I understand that, complimentary In/Out passes will be available to presenters who will only participate in your session.

> ➤ **I agree that my session is being reviewed and considered based on the presenters proposed.** I understand that all presenters and moderators will attend the meeting in-person; remote participation will not be permitted.

> ➤ I understand that by submitting a session, I provide consent for AAM to record my presentation in audio and/or visual form. I understand that AAM will be the sole copyright owner of the recording and can distribute and sell it, along with any supporting materials. Upon request, AAM will provide me with one complimentary copy of the recording, however, I agree not to sell, distribute, stream over the Web, or otherwise use the recording received by AAM in any way other than for my personal archival use, except with the prior written consent of AAM.

> ➤ I understand and agree that if my session is accepted, it will be presented with the content and in the format in which it was submitted."

Save Proposal

Click on the "Save Proposal" button at the bottom of the form to save any changes to your proposal when it is in the development phase. You will still be able to come back to the proposal and make changes at a later date.

IMPORTANT NOTE: Be sure to save your proposal often as the form will time out after 20 minutes and any unsaved changes will be lost. You may develop your session proposal over time.

Complete & Submit
Submission
All fields are required in order to "Complete & Submit" your proposal.

You must click on the "Complete & Submit" button at the bottom of the form to submit your proposal in final by September 1. You may only submit two session proposals. Once you have submitted your proposal you will not be able to make changes.

Edit My Proposal
Click"Edit My Proposal" button to make changes to your in-progress proposal. You will have access to edit the most recent version that you have saved. You can continue to edit your proposal after saving. **You cannot edit your proposal after clicking "Complete & Submit."**

Withdrawing a Proposal
Click "Edit My Proposal" button and scroll down to "Status". Select "Withdrawn" from the drop-down menu and click "Save Proposal". **You can no longer view, edit, or submit your proposal once it has been withdrawn.**

Confirmation

A confirmation email will be sent upon submission of your proposal. If you do not receive a confirmation when you hit the submit button, contact AAM to confirm receipt (proposal@aam-us.org). After September 1, the submission will move to the National Program Committee review phase.

National Program Committee Review

After the September 1 deadline, the National Program Committee will complete an online review using the Evaluation Criteria included in this document. This review will occur from September to October. The committee will meet in mid-October to discuss each proposal and make final decisions. Submitters will be notified of acceptance status by December.

AAM Staff and Professional Network Resource Directory

We are here to help. If you have questions or concerns, please contact the following AAM departments or Professional Networks for assistance.

Staff Contact Information

Login Assistance
Membership@aam-us.org

Technical Assistance
webteam@aam-us.org

General Questions
Proposal@aam-us.org

If you prefer to reach an AAM staff member by phone, please give us a call:

Monday – Friday
9:00 am – 5:00 pm Eastern Time

Phone: 202-289-1818
Toll Free Phone: 866-226-2150

Professional Network Assistance

The AAM Professional Networks are available to help with the development of your session proposal. They are also a valuable resource for questions regarding the content development. The contact information for the Professional Networks is available on the Annual Meeting proposal submission site on the Content Assistance page.