

# Call for Proposal Guidelines

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**2025 Institute & Expo**

# Table of Contents

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- [2025 I&E Proposal Timeline](#)
- [2024 I&E Attendance](#)
- [I&E Track Categories](#)
- [Call for Proposal Structure](#)
- [Tips for Developing an Effective Session](#)
- [Coordinators](#)
- [How Proposals are Evaluated](#)
- [Most Frequent Reason Proposal are Declined](#)
- [Additional Resources](#)
  - [Learning Objective Writing Resource](#)
  - [PowerPoint Tips](#)
  - [Speaker Best Practices](#)

# 2024 I&E Proposal Timeline

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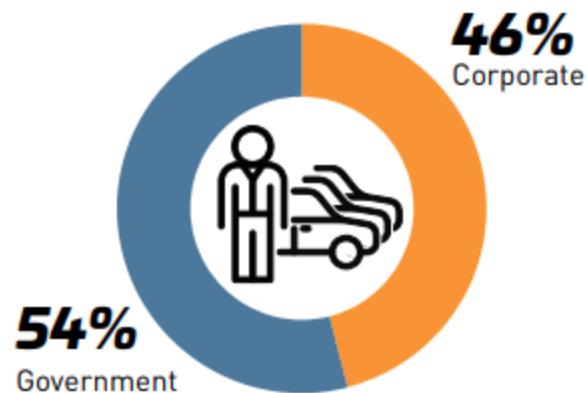
- **Call for Proposal:**
  - Opens August 7, 2024
  - Closes September 20, 2024
  - Once you have submitted your application, you will not be able to make changes
- **Accepted Proposal Notification:**
  - Week of November 25, 2024
- **Speakers Finalized/Speakers Agreement Deadline:**
  - January 24, 2025
- **Presentation Outline Deadline:**
  - March 14, 2024
- **Presentation (PPT/Handouts) Deadline:**
  - April 11, 2025

*Note: All accepted proposals will receive detailed instructions.*

# I&E 2024 Attendance

2,100+ fleet professionals registered for 2024

## FLEET MANAGERS AT I&E



## PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES\*:

75%	Fleet management systems/ software	43%	Oil and Fuel Analysis
73%	Maintenance (mechanical) management services	40%	Accident management systems
60%	Vehicle selection	33%	Risk management
59%	Vehicle upfitting	31%	Remarketing
58%	Fuel management systems/software	30%	Leasing company services
51%	Products/services for sustainability	25%	Auto transporter
49%	Safety management	25%	Financial services
48%	Training programs	23%	Short-term rental agencies
46%	Vehicle auction	19%	Insurance
		13%	Used vehicle guide publications

\* Information from the I&E Attendee Survey.

# Call for Proposal Structure

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**Title:** Your goal is no different than writing a headline for an article or an email subject line: What will get the reader to keep reading? Clever is good, but authenticity is key. It should entice people to read the description and include enough information, so they'll understand the topic even if they don't read the description.

**Short Description:** Focus on WIIFM - participants want to know: what's in it for me? Session descriptions should address how the session will benefit individual attendees and/or their organizations. Make a case for why this topic is important, urgent, and helpful.

## **Session Type:**

- Individual Presenter
- Interactive Workshop
- Panel (Speaker Limit - 4) Only one speaker is required when submitting the proposal.

# I&E Track Categories

- **Emerging Technologies:** This track will focus on future trends and technologies that could help identify inefficiencies, boost productivity, improve safety, and much more.
- **Law Enforcement:** These sessions will be tailored to the specific needs of the Law Enforcement Group, and may cover topics from best practices, emerging technologies, leadership, strategy and/or sustainability.
- **Leadership:** Leadership development is essential to foster a culture of excellence and drive successful outcomes. In this track, learn critical strategies to improve your leadership skills and business competencies.
- **New to Fleet:** This new track is designed to address the needs and challenges faced by organizations or individuals who are new to fleet management. These sessions will cover foundational elements, fundamental skills, and best practices required for successful fleet operations.
- **Operations Management:** These sessions aim to share real life experiences and proven processes to help improve your overall fleet management operation.
- **Safety:** These sessions showcase the importance of integrating safety considerations into broader organizational strategies which can enhance fleet safety and management practices
- **Strategy:** Your fleet strategy needs to encompass the overall strategy of your organization. The Strategy track sessions cover the 'why' behind critical functions for your organization.
- **Sustainability:** Guide fleet professionals to prepare for a greener future by providing impactful strategies and education. In this track, attendees will discover ideas and tools to help improve the efficiency and sustainability of their fleet operations.

# Call for Proposal Structure (Cont.)

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## Experience Level:

- **Beginner** — Provides a broad-based overview of a topic; assumes attendees have little to no knowledge of the subject matter; the content delivered is considered basic and of a non-technical nature for the layperson's consumption.
- **Intermediate** — Assumes that the content delivered will address topics beyond the beginner level but does not stray into deeply advanced content or concepts; provides a moderate level of subject matter that adds to and enriches attendees' understanding.
- **Advanced** — Provides an extraordinarily intense and advanced level of content that is beyond the intermediate level; subject matter is deeply in-depth and mature in course of progress or development.

**Track Categories:** Each proposal selects one main track category and then may choose additional secondary categories per proposal.

# Call for Proposal Structure (Cont.)

**Detailed Description:** When providing presentation description, please provide complete details and make certain to identify and cite data sources. The detailed description will be used to evaluate submissions by the reviewers. The detailed description may include headers as listed below.

- **Background** - Provide an introduction/background of your topic including the problem statement, goals, objectives, etc.
- **Methods** - Describe the study/project/process implementation used and provide a timeline. If applicable, include data collection methods and how it was measured.
- **Challenges** - Describe any barriers or challenges and identify considerations or best practices the organization followed to mitigate these barriers.
- **Results/Findings** - Identify any outcomes data (e.g. key performance indicators, pre-implementation performance, or current performance data).
- **Conclusions** - Describe any conclusions such as lessons learned or outcomes.
- **Next Steps/Follow Up** - Provide any next steps/follow up that are important to this presentation.



# Call for Proposal Structure (Cont.)

**Learning Objectives:** These are the specific key takeaways from the session. They refer to what the participant will be able to recall after attending the session. They should be reinforced throughout the session and are a good way to ensure you keep your presentation focused.

**Submission Terms & Conditions Agreement:** This agreement will be sent to accepted proposals.

**Coordinator and Speaker:** The coordinator is responsible for sourcing speakers, collating slides, and handouts. They are the primary point of contact for the session from submission to post-event wrap up. We require one speaker at time of submission.

**Note:** You are able to make edits to your proposal by adding your email to "Pick Up Where You Left Off".

Once you have submitted your proposal, you will **not** be able to make changes.

## PICK UP WHERE YOU LEFT OFF

Email yourself a URL to continue this application at a later time.

SEND EMAIL

# Tips for Developing an Effective Session

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## **Session Goal:**

- Identify a clear goal for your presentation. What core issue or challenge does your session address or attempt to resolve?
- Stay at a strategic level as much as possible, avoid getting too tactical
- Beginner/tactical level is acceptable if you are exploring a new concept
- Intermediate/advanced level is expected for a majority of NAFA content

## **Speakers:**

- How many speakers/points of view do you need for a well-rounded session?
- Avoid bringing in too many speakers or the key points may get muddled and session interactivity will be difficult. (NAFA allows for a max of four speaker per session.)
- Pro tip - For every fifteen minutes of presentation, plan an activity to engage the audience and reinforce the main themes you are covering.

# Tips for Developing an Effective Session

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## Content Focus:

- Consider if this topic needs to be narrowed or broadened to be effective.
- If the topic itself is not new, how would you approach presenting this in a unique and thought-provoking way that meets the needs of NAFA participants now?
- **Ensure the content is not promotional.** Attendees are quick to notice any commercialism resulting in distrust between the audience and the speaker and the brand. If you are a supplier, the best way to gain credibility is to demonstrate your expertise and authority about the topic generally, and not mention how your solution is preferred. In addition, consider bringing in a client to co-present.
- Are the key takeaways scalable for the NAFA audience of different sizes and budgets? Include tips for scalability.
- Research shows that sharing learnings through stories helps ensure that content sticks. Plan to share a few stories to illustrate the key takeaways.

# Coordinators

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## What is the Role of a Coordinator?

The coordinator is responsible for all communication during the submission and review process of the Call for Proposals.

If the proposal is accepted, the coordinator will:

- Be the liaison to the speaker(s)
- Provide all contact information for speakers
- Responsible for submitting the presentation material to NAFA
- Coordinate rehearsals with the speakers

*Note: NAFA will communicate directly with speakers regarding the submission of their bio, headshot, and signed the speaker agreement.*

# How Proposals Are Evaluated

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- Value of proposal topic
- Timeliness and appropriateness of topic
- Proposal title, description and learning objectives support the content of the proposal
- Commercial influence or product bias is avoided

# Most Frequent Reasons Proposals are Declined

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- Title inaccurately reflects content
- Learning objectives do not match the sessions description
- Proposal contains incomplete information
- An attempt to pitch a product/service exists

# Additional Resources

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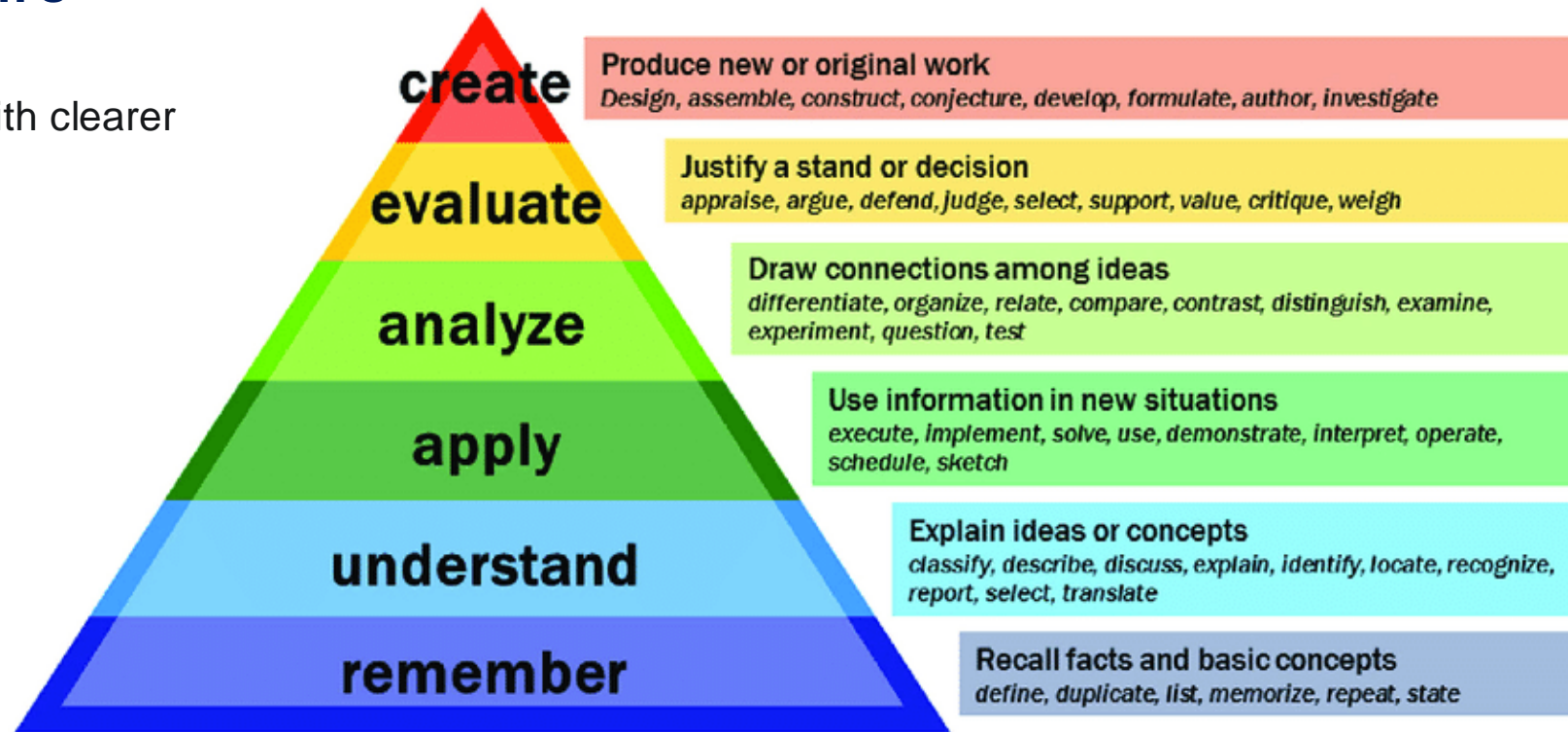
- Revised Bloom's Taxonomy (may be utilized when writing learning objectives)
- PowerPoint Tips
- Speaker Presenter Best Practices

# Learning Objective Writing Resource

## Revised Bloom's Taxonomy

Provide learners with clearer instructional goals.

## Bloom's Taxonomy

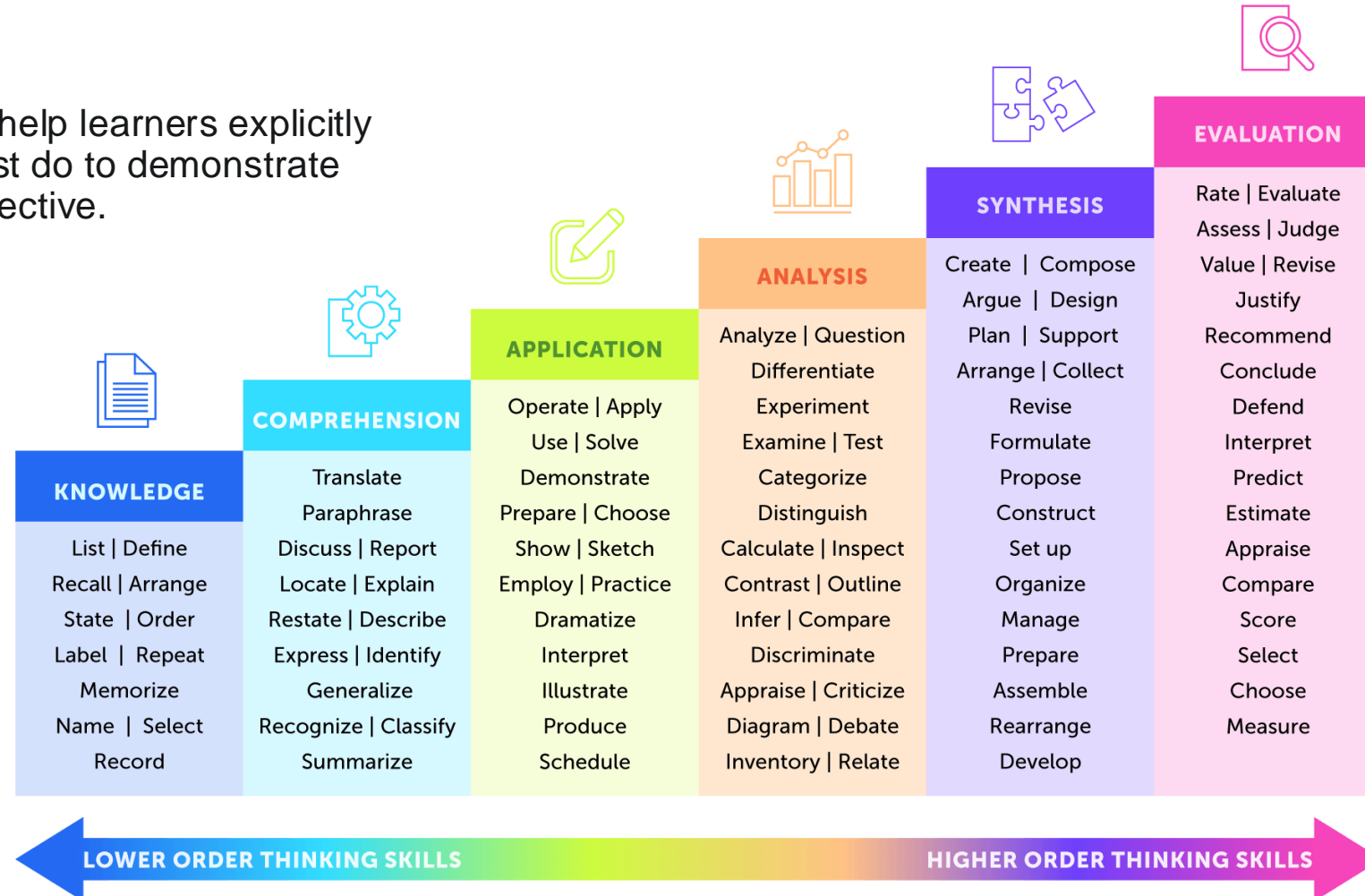




# Learning Objective Writing Resource

## Common Verbs

Using these verbs can help learners explicitly navigate what they must do to demonstrate their mastery of the objective.



# PowerPoint Tips

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- Bring a backup copy of your presentation to the session
- Embed graphics and video to share your story visually
- Less is more when it comes to text on slides
- Include your contact information on your last slide
- Recommended Number of Slides:
  - 45 min presentation = 15 slides max
  - 60 min presentation = 20 slides max

# Speaker Best Practices

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- Know your material
- Rehearse your presentation
- Do not read your slides
- Stay within your allotted time
- Greet your audience
- Speak naturally
- Concentrate on the message of your topic
- Practice makes perfect

# Questions?

**Please contact:**

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