

Session Application Guidelines

The guidelines below are for applications for sessions at the 2015 Annual Conference, in Istanbul. The conference theme is "Building Business Engagement".

With the aim of keeping our members at the leading edge in new ideas and developments in the field, we are looking for presenters who combine excellence of delivery with proposals that contribute fresh and different perspectives on mentoring and coaching.

These guidelines have been put together in order to help you present your application in the best possible way. They are an accumulation of many years of experience in managing applications for our conferences as well as input from feedback from our conference attendees.

About the 2015 conference opportunities The year's opportunities are for three different categories of 60 minutes each – a workshop on a given subject OR a demonstration on a given subject OR a poster on a case study/research subject.

Tip: Please note that although a total of 75 minutes is allowed for each session you need to make allowance at the start for people to get to your room and settle down, as well as for time at the end for people to complete feedback forms. Therefore you should time your session to last no more than 60 minutes. You need to end your sessions on time (it's the biggest area of negative feedback that presenters receive – not finishing on time).

Poster case studies will be on display in a separate showcase gallery, during the entire conference. Delegates need to able to browse and understand the content, so presentation of the case study and associated data needs to be clear, complete and easy to follow. We can provide copies of posters that have been created for other conferences and can help with artwork/poster production.

Tip: Our theme for 2014 is "Building Business Engagement"; please ensure you let us know how your presentation will help us to deliver this theme. This should show throughout your application but is especially pertinent to questions 3 and 8.

⇒ Building – Developing mentoring and coaching practice and skills.
⇒ Business – Exploring how further to develop your coaching and mentoring business and better to meet customer needs.
⇒ Engagement – Using data and research to cement the mentoring and coaching relationship.

Tip: Our delegates tell us that sessions delivered by more than one presenter are often more interesting than those delivered by just one presenter. Do think about whom else could present with you and include the details of your co-presenters here. However, please ensure that your co-presenters are committed to presenting with you should you be chosen. In the past we have noticed that applications are sent in with more than one presenter's name. However, nearer the time only one presenter is left to do the presentation. Without wishing to appear cynical, please don't 'pad' out your presentation with extra presenters if

you have no intention of them actually attending the conference, just to improve your chances of being selected.

Tip: Question no 2 – In the past demonstrations have proved very popular – you can choose to bring a real client with you, bring videos clips of real sessions, or ask a conference audience member to volunteer for your session.

Tip: Question no 4 – please think carefully whether your session is about mentoring or coaching or really about mentoring and coaching. A common mistake applicants make is to think that by defining their session as both mentoring AND coaching then they will more likely be accepted. Unless a session is truly applicable to both mentoring and coaching, all this leads to are complaints from delegates who go to a session to hear about coaching whilst it is mainly about mentoring (or vice versa).

Tip: Question no 5 – The conference timetable will be divided up into the three streams (building, business, engagement) with workshops and demonstrations. All the workshops will be themed as follows:

1. Practice - coaching/mentoring skills, tools and methods (proven/research/scientific based)
2. Research – scientific based research
3. Case study – with or without client, action research
4. Experimental practice - coaching/mentoring skills, tools and methods (early thinking or non proven/research/scientific based).

Please think carefully which your session fits into and choose only ONE.

By their very nature demonstrations will be themed as 'practice'.

Tip: Question no 6 – In past conferences, delegates have given us feedback that the style of the workshop has not been what they are expecting. Either they wanted to hear more about the subject from the presenter's viewpoint and instead were asked to work on the subject with others in the session (or vice versa) or they were expecting a workshop/joint learning session and received a lecture (or vice versa). Please be very clear when completing the proposal form what style of workshop you are proposing. No one style is better than the other. Please also make this clear in the 200-word description for marketing purposes, that we ask you to provide as part of question no 18.

Workshop sessions will be 60 minutes long. All attendees will have several workshops to choose from at any one time and therefore it is impossible to say how many may choose your session. In the past, attendance has varied from 10-70 for any one session. The style can be in the form of a lecture, an interactive learning session, a joint exploration of the subject or any other format – the choice is yours.

Demonstration sessions can be up to 60 minutes long. Demonstrations are different from workshops in that the majority of the session is given over to a demonstration of a particular mentoring/coaching methodology or technique. As a guide, sessions of 60 minutes are typically divided into a 10-minute introduction explaining what tool, method, or subject is going to be showcased. Then a 30-minute demonstration (nb the "mentee/coachee" can be someone you have prepared or you can call for a "volunteer" from the audience or you can bring a real client or show video clips of a real session). This should be followed by a 20-minute debrief with the audience. If you aim to deliver a workshop with a short demonstration within it, then please tick the "workshop" option. Please only tick the "demonstration" option if demonstration is the main part of your presentation and you are aiming for at least 30 minutes.

Tip: Question no 8-17 – The more details you give the better the Conference Selection Panel will be able to decided whether to accept your proposal or not. A couple of lines are not sufficient. Imagine someone reading this who has no knowledge of you or your work and has to compare it to 100+ other applications. What would you want to know to help them make a decision?

Please note you MUST NOT use the session to sell – whether this is a book, tool, your company or your services. Presenters who do this get the lowest marks on feedback forms and are unlikely to get chosen again. If you are presenting a technique or methodology that you or your organisation has created then it needs to be research/evidence based – please tell us something about your research/evidence in your application.

If you would like more information or have a specific query about your application please contact EMCC.Administrator@emccouncil.org who will be able to help you. We are sorry but we are only able to accept communication by e-mail at this stage.

How to apply Please go to our dedicated conference website www.EMCCconference.org to download the presenter application form. In order to meet the tight timescales we are working to, these will need to be returned to EMCC.Administrator@emccouncil.org **by 09.00 CET on Wednesday 21 January 2015 at the latest** (if you are able to send your application earlier, this would be very much appreciated). We are sorry that we will not be able to consider proposals that reach us after this date.

In the past there have been occasional problems with non-receipt of speaker applications. You will receive an e-mail acknowledging receipt of your speaker application within 48 hours us receiving it. If you do not receive this acknowledgement please e-mail EMCC.Administrator@emccouncil.org

What to include in your application

Please send us a high-resolution head and shoulders photograph with your application.

Also, please send a short (no more than a couple of minutes) video of you presenting (the subject matter of the video it does not have to be linked to the proposal you are making). This can also be a link to an online presentation you have done in the past. Our purpose in asking for this is to check out your presentation style and skills. I am sure you are aware there are some really charismatic presenters who have no substance to say (this is checked through the contents of your application). There are also very knowledgeable presenters with great material who just can't present – we're checking this out via your video. If you don't send us a video you will not be automatically disqualified; however sending a video makes it more likely the selection panel will shortlist you.

Videos by their very nature are large files and sometimes not suitable for email. You are welcome to use links to YouTube, Dropbox etc., or something like www.wetransfer.com (which is free) to send your video (and photo). Just reference that you have done this in your covering email with your application form.

Other presenters To create a wide choice of sessions for delegates to attend, we ask that you also think of 2 or 3 speakers, organisations, coaches or mentors, with whom you have been impressed. Please encourage them to apply to run a conference workshop or demonstration. You can forward this e-mail to them or ask them to download the information from our website www.EMCCconference.org. You don't have to be an EMCC member to speak at our conference.

Selection process All the applications will be considered by our Conference Selection Panel, made up of EMCC academics and practitioners from across Europe. There is a separate panel for our Annual and for our Research conference. The panel will specifically be

looking for evidence of original thinking and ideas, as well as whether your proposal fits our conference theme. We will let you know the outcome within a couple of weeks of the closing date and we will need to receive confirmation of our offer to present at the conference by return (please note by submitting your proposal you are indicating your willingness to present if chosen).

If you are not successful on this occasion and would like to have some feedback on the reasons why, we will be happy to provide this, on request. It may take us some time to provide this feedback. Everyone who works for EMCC is a volunteer (including the conference organisers and selection panelists).

Please note that as well as subject matter, conference theme fit and presentation experience we also need to consider whether other applications on the same subject have been scored the same or higher than yours by the Conference selection panel – we can't have 5 sessions on the subject! We also take into consideration the spread of countries presenting at the conference aiming to ensure that they reflect the conference attendance and are not dominated by one country. Finally, we also need to ensure that speakers (no matter how good) are not repeatedly presenting at each conference. Taking all of this into account means that there is a possibility that no matter how good your application it may not be chosen for the conference.

Conference papers As part of your conference role when accepting the offer to present a session at the conference you also agree to send in a paper that supports your session. This paper will be included within the Conference proceedings as a downloadable document from the EMCC website (accessible by conference participants). The paper will include the content of the session and the theoretical background etc so that those not attending my session can also read it - it will not be simply the PowerPoint slides or a repeat of the session description. This paper needs to be sent in PRIOR to the conference.

Conference video A short video from each of the presenters is played in the refreshment/networking break prior to each session. This allows delegates to make a more informed decision as to which of the 4-5 consecutive sessions they should attend. Your video will need to be 30 seconds long and will introduce you and your session. It does not have to be professionally produced and can be easily made using a camera or phone with video facility – you can even use a video cam and software such as Skype. More details will be sent to you when your session is accepted. We need to receive this video TWO MONTHS PRIOR to the conference.

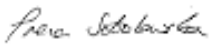
Conference Cost Presenters are eligible for a significant discount on the price of attending the conference. The discount being offered to 2015 speakers is:

- Full 3 days conference - €150
- 2 day conference - €110
- Day 1 or day 3 of conference - €45
- Day 2 of conference - €75

A discount code will be sent to you to allow you to book with the presenter discount when you are notified of your successful application. Please note, we also offer a discount for delegates attending from the host country (Turkey), the presenter discount cannot be used in combination with this discount. You are of course able to use the members' discount (if you are one), the early booking discount (depending when you book AND pay) and the first time attendee discount (if you are one).

What next? Make sure your application reaches us by 09:00 CET on Wednesday 21 January 2015 (or preferably well before that date). We will confirm receipt of your application by email within 48 hours – if you don't receive the confirmation then please get in touch! We'll let you know the outcome of the Conference Selection Panel late January/early February as well as how to book your place at the conference with your speaker discount. We'll follow this up with further detailed instructions on how to prepare for the conference and how to make the most out of your speaking opportunity.

We look forward to seeing you at the 22nd Annual Conference in Istanbul!



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