



## 2024 Annual Conference Presentation Proposals

**Thank you for your interest in sharing your expertise with Michigan's association community! MSAE's 2024 Annual Conference is scheduled for December 2 - December 4, 2024, at the Kellogg Center in East Lansing. This will be a high-energy, in-person event!**

### SESSION LENGTH

We are currently in search of presentations for one-hour and express 30-minute blocks.

### AUDIENCE

Session content should speak to one or more of the following six key association audience segments:

- CEOs, Aspiring CEOs & Senior Staff
- Advocacy (Government Relations & Public Policy)
- Meetings, Events & Hospitality
- Education, Training, Credentialing, and Workforce Development
- Marketing, Communications, Public Relations & Sales
- Membership Development and Services & Volunteer Management

### SELECTION

We are accepting proposals for sessions that:

- Address an issue or speak to a topic that is specific to associations and membership-based organizations
- Deliver an engaging learner experience (e.g., utilize engaging visuals, elicit participant insights, etc.)
- Are educational, generative, or inspirational in nature

Please note that sales of products or services will not be tolerated.

Sessions will be prioritized that:

- Incorporate the realities within which associations are currently operating (e.g., hybrid work environments, challenges with attracting and retaining talent; focusing on value proposition; reimagining member programs, products, and services, etc.)
- Are submitted by members of MSAE

### PRESENTER REGISTRATION

We appreciate your contribution to the association sector. Presenters will receive a complimentary single-day registration for the day of their presentation and may add on the second day's registration for \$199. Sessions may not exceed three presenters.

### DEADLINE

Proposals must be submitted by 5:00 PM ET on Monday, May 30, 2024. To help you prepare your proposal, a copy of the submission form is [available for download at this link](#).



## 2024 Annual Conference Presentation Proposals

### Lead Presenter Information

#### \* 1. Basic Information

First Name	<input type="text"/>
Last Name	<input type="text"/>
Designation(s)	<input type="text"/>
Title	<input type="text"/>
Organization	<input type="text"/>

#### \* 2. Contact Information

Daytime Phone	<input type="text"/>
Mobile Phone	<input type="text"/>
Email Address	<input type="text"/>

#### \* 3. Select the option that best describes your employer

- Association
- Association Management Company
- Company that provides Products/Services to Associations

For Reference Only:  
Proposals Must be Submitted Online



## 2024 Annual Conference Presentation Proposals

### Terms & Conditions

**By completing this Speaker Agreement, and based on mutual consideration, I understand and agree to the below conditions as listed.**

\* 4. During my presentation, I will not engage in any type of promotional marketing or selling of any product or service.

Yes

No

\* 5. To the best of my knowledge, my presentation does not violate any proprietary or personal rights of others (including any copyright or privacy rights), is factually accurate, and contains nothing libellous or otherwise unlawful.

Yes

No

\* 6. My presentation is my own original work. I have the authority to enter into this Speaker Agreement, and I am the sole copyright holder or have obtained all necessary permissions or licenses from any persons or organizations whose material is included or used in my presentation.

Yes

No

\* 7. Other than the discounted registration free outlined earlier in this call for presentations, I agree to waive compensation for this session in exchange for promotional campaigns (e.g., registration emails, social media posts, website landing page) facilitated by MSAE.

Yes

No - please contact me to discuss this.

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### Session Information

\* 8. Snappy session title (10 words or fewer)

\* 9. Informative and interesting session description (100 words or fewer) that will entice learners to attend your session

\* 10. Primary session audience  
(You may select more than one.)

- CEOs, Aspiring CEOs & Senior Staff
- Advocacy (Government Relations & Public Policy)
- Meetings, Events & Hospitality
- Education, Training, Credentialing and Workforce Development
- Marketing, Communications, Public Relations & Sales
- Membership Development and Services & Volunteer Management

\* 11. Preferred session length

- 30 minutes
- 60 minutes

\* 12. Will you be accompanied by another presenter?

- Yes
- No



## 2024 Annual Conference Presentation Proposals

### Presenter #2 Information

#### \* 13. Presenter #2 Basic Information

First Name

Last Name

Designation(s)

Title

Organization

For Preference Only:  
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Thank you for submitting a proposal! Selections will be confirmed in June.