



## Call for Presentations – CXps 2019

May 20-22, 2019

### Tips for a Successful Proposal

CXps needs industry speakers who can help attendees explore the “edges” of what is possible in client experience **AND** practitioners “in the trenches” whose firms are actively working to make CX a differentiator for their firms. We desire speakers who:

- Have a compelling Client Experience story, especially a “real life” case study or example. This is not just a theory to share but also HOW the audience can apply it to their work.
- Know that interaction and engagement is KEY to their session success and will enlist different techniques and methods to support those efforts.
- Understand their session cannot be promotional. It is expected you will let your expertise speak for itself.
- Are willing to be coached to continue to improve their presentation skills and effectiveness.
- Put the learner first and work to ensure that the majority of attendees walk out of their session with clear take-aways.

### What's behind a Winning Session Proposal?

Each year, attendees describe our speakers as a highlight of the conference. Your proposal should demonstrate how you will create an experience that inspires and empowers; features interactive, engaging learning; and showcases emerging trends and innovations in client experience.

Due to the large number of submissions and limited session slots, even submissions that score well may not be accepted. **Bring your 'A' game and put all of your effort into one high quality submission.**

Don't wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

### Education Tracks

The CXps 2019 Conference Committee is charged with carefully vetting speaker content that meets the goals of this event based on feedback and insight we receive from past attendees. Our education sessions continue to serve as a primary differentiator for the conference experience. Submissions should align with one of these tracks/audience needs:

#### **Enterprise Capability and Leadership**

Geared toward firm leaders looking for ways to integrate client experience into every aspect of their business.

#### **Foundations**

Geared toward those starting (or in early stages) of implementing a CX initiative in their firm. Topics might include “how to” lead this change from the middle.

#### **Tools of the Trade**

The Tools of the Trade sessions will address technology and tools that can improve client experience and make it simpler for firms to integrate CX into their existing delivery systems.

## Trends & Innovation

Those who attend the Trends and Innovation sessions are looking new ideas, trends, and concepts shaping the client experience. Think new, exciting and different!

## ROI of Client Experience

Attendees want practices and metrics they can use to demonstrate the ROI of integrating CX into the firm's strategic planning and service delivery.

## Employee Experience (EX) and CX

The emphasis of this track includes how EX and CX are integrated and how to create excitement in your team around your firm's CX processes.

## Video Requirement

### Please provide a short video with your submission (MP4 format preferred).

Although not required, you are encouraged to provide a short video with your submission. If your session is selected, your video (2-3 minutes) will be used on the CXps website, for promotion, and potentially during the event to entice attendees to your session. Show your energy and your passion for your topic. Videos should explain to attendees how they will benefit from your session and can be simple smart phone, tablet, or webcam video clips.

**\*\*\* Please note, as part of your video clip, please introduce yourself before you explain why yours is a "must attend" session. \*\*\***

Simple steps to create your video:

- Record your video through your computer's camera or with a mobile device
- Upload your video to a video sharing platform such as Vimeo, YouTube, etc.
- Email the link to your video to [sally@clientsavvy.com](mailto:sally@clientsavvy.com)

## Formats

This year we are offering the option of Breakout Sessions (60 minutes), General Sessions (20 minutes) and Workshops (2 hours). Depending on how many of each category are approved and scheduled, you may be asked to slightly modify your time. If you select a 2-hour workshop, please demonstrate there will be enough engagement and interaction to keep an adult learner interested in your session for that length of time.

## Next Steps

All speaking proposals should be sent in .pdf format to Sally Orcutt at [sally@clientsavvy.com](mailto:sally@clientsavvy.com). The deadline to submit proposals for first-round consideration is **October 26, 2018**. Upon receipt of your proposal, you will be sent a confirmation email. Your proposal will then be reviewed by the CXps 2019 Conference Committee. It is our goal to notify speakers of the status of their submission within 2 weeks of the deadline. Your proposal should include:

**Session Title:** In 10 words or less, craft a title that will appeal to attendees. Your title is your 10-second elevator pitch that captures attendee interest.

**Format:** Are you submitting for a 60-minute Breakout, 20-minute General Session, or 2-hour workshop?

**Tracks:** Which of the six (6) Education Topics/Tracks best fits your presentation.

**Description:** Provide a brief description that tells prospective attendees what your session is about and what they will gain from attending. Write this description through the lens of the Education Track you have selected. If approved, this summary will be published on the conference website (75 words maximum).

**Abstract:** Provide the thesis or main idea for your proposal and discuss the value to attendees. This information will form a critical decision-making piece of the conference committee's evaluation. Review, "What's Behind a Winning Proposal" to be sure the committee understands how your session will add value to attendees.

**Learning Engagement:** What tools or techniques will you use to engage the audience and support learning outcomes.

**Takeaways/Action Items:** Attendees want more than a presentation of ideas. They want to execute on the knowledge they receive. Include 3 – 5 takeaways or action items they can bring to their firm. These action items should answer the question: "As an attendee how can I apply this to my current position/role?"

**Video:** Upon receipt of your proposal, you will receive a Dropbox link to upload your MP4 video file.

**Post-Conference Value:** Describe the impact your session will have on attendee's ability to contribute to the success of their firm upon their return to the office.

**Important notes:**

CXps 2019 does not reimburse speakers for expenses related to speaking at CXps 2019. A complimentary registration for the "Day of" your speaking engagement is included.