

Calling All Speakers!

SPOA is searching for the “best of the best” presenters, subject matter experts, to submit speaker proposals to present at the International Conference on School Photography and Yearbooks July 8-11 in Las Vegas. Submit a proposal now: [Speaker Proposal Form](#)

Presenters will engage attendees in conversations around cutting edge trends, issues and solutions in the school photography and yearbook industry, and best practices for owning and growing their business. Participation as a presenter will help attendees increase their leadership skills and professional competencies while allowing for an exchange of ideas that will help SPOA to preserve, protect, and promote the great tradition of school photography and yearbooks.

- The submissions collected from this Call for Proposals will be **considered for breakout sessions only**.
- Breakout sessions take place **Tuesday - Thursday** and are **45 minutes in length**. If you have a topic that you wish to have 90 minutes to cover, please ask for 2 back to back sessions. While we cannot guarantee this option, we will try to accommodate all requests.
- Presenters **must be available on any day** for which SPOA assigns your session.
- Proposal **submission does not guarantee participation** in the 2024 Conference.
- Under no circumstances may a breakout session be used as a place for direct promotion of a presenter’s product, service, or monetary self-interest. Sales pitches disguised as presentations will not be considered. Business partners or Exhibitors wishing to more directly promote their business with a speaking engagement can reach out to michelle@schooltraditions.org
- **All presenters must pay conference registration fees** and have a registration badge. Please explain this policy to your co-presenters. Speakers who are selected to present two or more classes may receive a partial refund on their registration. While we do not pay an honorarium or expenses for presenting breakout sessions at the Annual Conference, we hope that the intangible benefits of being a part of our programming make the effort worthwhile for presenters.
- **If not already registered, anyone chosen to be a speaker/presenter must register to attend the conference within 30 days of notification.**
- Persons presenting at the conference are expected to use material and language that does not discriminate on the basis of gender, race, color, ethnicity, religion, physical ability, and/or sexual orientation.
- **SPOA does not pay ANY honoraria, speaker fees, or travel expenses** to breakout session speakers.

- The presenter will be listed in printed materials and is responsible for managing the submission process, as well as providing all required assets to SPOA by June 1, 2024, should the submission be selected.
- Breakout rooms will be equipped with a TV with HDMI hookup for presenting. Any other audiovisual equipment (i.e. flipcharts, etc.) **must be requested by June 1, 2024, but are not guaranteed.**
- Presenters agree to abide by the terms of the copyright release in order to present.
- SPOA may record audio and/or video presentations and make clips available to members.
- Presenters agree to permit SPOA to provide their contact information to attendees upon request.
- Presenters permit SPOA to record their session for conference attendees.
- Presenters understand that SPOA does not provide hardcopy handouts to attendees.
- If your proposal is selected, SPOA reserves the right to revise presentation titles, reassign the conference room location, and/or edit the program summary for promotional and program materials.
- SPOA reserves the right to cancel a session based on noncompliance at any point. This includes, but is not limited to failure to fully register, failure to return required documents, presenter changes, etc.
- SPOA may consider a submitted proposal for other meetings and/or conferences.

Speaker proposals

If you are willing and able to participate in the international conference, please complete [this form](#) by March 1, 2024.

The form includes:

- Session topic
- Session title
- Session description
- Speaker biography
- Speaker contact information
- Speaker availability

Session title: 6-8 words (Avoid vague titles. Clever is great, but easy to understand what the session will cover is key.)

Session description: 45-60 words. Avoid using the speaker's name in the session description. Describe what the speaker will cover and what the audience should take away from the session. Please use complete sentences.

Speaker Bio: 80 words max. We prefer bio information that is relevant to the session or the industry. Avoid overly promotional details about a product/service/company.

Session proposals

Members and other individuals interested in supporting the goals and programs of SPOA and the school photography and yearbook industries are invited to submit conference program proposals for breakout sessions. This invitation is extended to anyone working in the school photography or yearbook industries or anyone working with industry that supports these industries.

Proposals must be received by **March 1st** to be considered. If the deadline has passed, please contact Michelle Osabel at michelle@schooltraditions.org to see if speaking times are still available.

Each person submitting a proposal will be notified by email the status of that proposal.

The number of proposals accepted will be determined by the number of rooms and available time slots. The program committee will look for variety and coverage of topics appropriate for owners and company executives in the school photography and yearbook industries. In addition, the committee will consider topics appropriate for photographers, sales people, operations personnel, and others working in these fields.

Individuals are invited to submit proposals on topics including, but not limited to, these areas:

- **Finance** – managing cash flow, budgeting and projection, taxes, employee benefits and profit sharing, payroll, succession planning and acquisitions
- **Human Resources** – recruiting, performance improvement management, employing people through the seasonal aspect of our business, diversity in the workplace
- **Leadership**– leadership traits and styles, employee engagement, professional growth and staff development
- **Legal** – business law, understanding risks, exposures, and liabilities
- **Management** – managing different personalities, conflict resolution, effective meeting strategies

- **Marketing** – market research, engaging the school, public relations, SEO, online and social media promotions and the customer experience, consumer behaviors, proof vs. prepay and online vs. offline marketing
- **Operations** – data security, managing the calendar, factors to consider with packaging and pricing, success stories for increasing efficiencies and revenue, converting nonbuyers, family business management,
- **Photography** – composition basics, lighting, tips and tricks, sports photography, portrait photography, photo editing, image workflow/organization, hiring photographers, off camera flash, groups, sports, AI
- **Professional Development** – growing in your career, time management skills, goal setting, understanding emotional intelligence
- **Sales** – writing and executing a sales plan, goal setting and tracking performance, relationship and referral based selling, prospecting, scaling your business, how to say no
- **Yearbooks** – basics of journalism, creation and design, yearbook sales, elementary and secondary books, partnering with publishers, producing books

Proposal Program Information

- The [speaker proposal](#) is designed for equitable and expeditious reviewing of proposals.
- As a professional, nonprofit trade association, SPOA is unable to reimburse program participants for travel and lodging expenses. However, speakers selected may be considered for partial reimbursement of conference registration fees.
- The program proposal form provides a space for description of the presentation that will be used in the program. Proposers are urged to provide clear, brief and specific descriptions of the session.
- Membership in SPOA is not required for conference program participation; however, in cases of equally good proposals on similar topics, proposals submitted by members may be favored. Proposals should be received no later than March 1, 2024.

Email questions about the speaker proposal to michelle@schooltraditions.org