



IAAPA EXPO 2023

Call for Presentations

IAAPA Expo is the largest international trade show for the global attractions industry, featuring over 518,900 net square feet of exhibit space and over 1,070 exhibitors, and more than 35,000 participants. IAAPA attendees are attractions professionals from across the globe representing Amusement Parks, Theme Parks, Attractions, Water Parks, Family Entertainment Centers, Zoos, Aquariums, Resorts, Museums, Science Centers, Manufacturers & Suppliers or Themed Entertainment. The Education Conference at IAAPA Expo features over 100 education opportunities designed specifically for attractions professionals and takes place at Orlando's Orange County Convention Center. The conference program at IAAPA Expo 2023 takes place November 13th-16th.

Volunteer speaking engagements at IAAPA Expo are delivered by industry and non-industry professionals.

Speaking at IAAPA Expo is an opportunity to be a leader in your field and to serve as a subject matter expert. IAAPA Expo Speakers play an important role in moving the attractions industry forward!

Speakers are provided complimentary registration to IAAPA Expo which includes the Education Conference Program and access to the Trade Show Floor, however IAAPA does not reimburse speakers for travel or accommodations.

Submission Guidelines

IAAPA is seeking abstracts that reflect the best thinking in the industry, informed by theory, research or case studies. Be sure the content of your submission is relevant to attractions industry professionals. IAAPA Expo attendees should walk away with action items, best practices, and fresh ideas they can implement in their facilities. And don't forget, this is the industry of fun!

- Multiple abstracts are encouraged; however, a speaker may not participate in more than four (4) sessions.
- Sessions cannot 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.
- Sessions are not accepted with more than two (2) presenters from the same company.
- Session date and time is not guaranteed. A balance of session type and topics throughout the conference is the primary objective.
- All presenters must accept the terms of the IAAPA Expo Speaker Agreement including but not limited to;
 - o Completing any presentation materials on the provided IAAPA Expo branded PowerPoint
 - o Upload completed presentation in advance of IAAPA Expo



- o Presenters must use the computer provided by IAAPA preloaded with the presentation. Presenters cannot utilize their own computer or bring an updated presentation on a flash drive.
 - Select sessions at IAAPA Expo 2023 will be recorded. Session recordings will be used for a concurrent digital event and as a continued resource on IAAPA's online learning platform.
 - IAAPA reserves the right to combine session abstracts or change the session format to balance the number of sessions.
 - Due to the high volume of submitters, IAAPA is unable to provide direct feedback related to the reason a submission was not accepted.
 - Speakers must adhere to posted dates and deadlines such as document requests, session information, registration, etc. IAAPA reserves the right to cancel sessions based on noncompliance.
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Important Dates

The dates below provide some details about significant activities related to the IAAPA Expo 2023 Call for Presentations.

Start Date	Activity	End Date
Nov. 10, 2022	Call for Presentations portal open for submissions	Feb. 24, 2023
Feb. 24, 2023	Call for Presentations portal closes, no further submissions accepted	Feb. 24, 2023
Mar. 1, 2023	IAAPA Committees begin the submission review process	Apr. 3, 2023
Apr. 3, 2023	IAAPA Program Planning Committee meets to finalize session selections and conference programming	Apr. 7, 2023
Apr. 10, 2023	IAAPA reviews the Program Planning Committee recommendations and notifies submitters	Apr. 28, 2023

Proposal Review Process

Submissions are reviewed by IAAPA committees who are tasked with ensuring the conference offers a comprehensive, non-promotional, objective, and diverse program. IAAPA committees are made up of IAAPA Members and are considered subject matter experts in their field. They seek to find sessions that intend to move the industry forward, challenge traditional thinking, and offer solutions to common problems. After making their selections, committees work with presenters throughout the remainder of the year to plan the selected sessions for IAAPA Expo.

During the review process, Committees will consider proposals that include the elements listed below.

- Adult learning theory and instructional design – proposals should be innovative, stimulating, outcome focused, and engaging
- Participant motivation to attend session – professional development, improve efficiencies, problem solving, networking, self-discovery
- Specific learning outcomes – clearly defined objectives and learning outcomes



- Type of content – proposals should be industry relevant, contain best practices, case studies, or be informed by research
- Audience appeal – does the session align well with the audience selected

The following are committees who review the Call for Presentation submissions and may be involved in session planning for IAAPA Expo.

Constituency Committees	North America Education Subcommittees	Other Committees
Amusement Parks and Attractions	Entertainment	Asia Pacific Education Subcommittee
Family Entertainment Centers	Facility Operations	Government Relations
Museum and Science Centers	Financial and IT	Latin America Education Subcommittee
Water Parks	Food and Beverage	Safety
Zoos and Aquariums	Games and Merchandise	Security
	Human Resources	
	Marketing and Communications	

Proposal Submission Criteria

The following items are a requirement for all submissions.

- **Title** – The session title is the first required part of the abstract process.
When creating a session title
 - o Convey the intent of your presentation with a succinct title, under 75 characters
 - o Use words to grab the attendee's attention
 - o Appeal to the intended target audience
 - o IAAPA reserves the right to edit the title for marketing purposes
- **Presenters** – Submissions should identify the individuals who will participate in the session by indicating their speaker role and submitting a brief biography and headshot. If all speaker roles have not been assigned at the time of the submission, they may be added later if the session is accepted, with assistance from IAAPA. Each session allows for a maximum of four (4) speakers, one (1) of which may act as the moderator. **Submissions that exceed the speaker maximum will not be considered.**
Speakers roles:
 - o Speaker: Individual presenting a topic
 - o Moderator: Leads a speaker panel discussion, introduces topics, or facilitates question and answer with attendees
 - o Panelist: a member of a panel discussion
 - o Facilitator: Individual leading an informal discussion during roundtable sessions
- **Full Abstract** – The abstract should summarize the benefits of attending the session.



When creating the session abstract

- o Use measurable action verbs to describe the learning objectives (identify, illustrate, judge, summarize)
- o Provide detail that conveys the intent of the session to the reviewers
- o Provide any additional information that may be pertinent to reviewers within this field. This may include proposed speakers that have not been confirmed.

- **Learning Objectives** - List up to 3 learning objectives that attendees can achieve by attending your proposed session. If selected, Learning Objectives may be posted to attendees along with the session description to inform attendees of the benefits of attending the session.

When writing Learning Objectives:

- o Write objectives from the perspective of the learner (not your presentation objectives).
- o Make them action or results oriented using leading words like apply, analyze, discuss, develop, examine, explore, identify, recognize, etc.
- o Avoid passive words like learn, understand, and know.
- o Make sure that you can deliver on the objectives you choose!

- **Session Description** – The session description should provide the benefits of attending the session in more detail. If the proposal is selected, the session description will be used as the session description for the conference website and within the trade show program.

When creating the promotional abstract:

- o Should be written in third person, present tense
- o Should be written in a style that makes the session appealing to attendees but can accurately deliver on the proposed description.
- o IAAPA reserves the right to edit the title and description for marketing purposes

- **Subject Matter Choices** – These fields are used to direct your submission to relevant committees.
- **Session Lengths and Formats** - Five (5) types of session formats are offered during IAAPA Expo Education Conference. Session formats determine duration and room setups. Special requests to alter the session format or speaker maximum will not be granted. Every effort is made to accommodate requested Room Setup, however, is not guaranteed.

Session Format	Duration	Room Setup	Description
Keynote	60 mins	Theater seating	Presentation exploring a session topic
Speaker Panel	60 mins	Theater seating	Panel of speakers discussing a session topic
Interactive	90 mins	Flex, hybrid seating comprised of theater and rounds	Attendees interact and learn through structured group exercises or participation
Roundtable	90 mins	Rounds, banquet tables	Informal face to face discussions between fellow attendees who rotate through tables and discussion topics
EDUTalk	15 mins	Theater seating	One (1) speaker presents a topic.

- **Content Level** – Assist IAAPA by selecting one of the options below for content level. If the proposal is selected, your selection will be used to assist attendees determine if the session is the right fit for them.



- o Introductory (Suitable for all attendees)
- o Advanced or Technical (Suitable for those with previous experience)

What's Happens Next?

If your proposal is accepted, you can expect the following.

- IAAPA will notify the submitter of their acceptance into the education conference according to the timeline above.
- Upon acceptance, the submitter will be asked to confirm the session presenters.
- Session presenters must accept and submit the speaker agreement in advance of IAAPA Expo which include but are not limited to;
 - o Completing any presentation materials on the provided IAAPA Expo branded PowerPoint
 - o Upload completed presentation in advance of IAAPA Expo
 - o Presenters must use the computer provided by IAAPA preloaded with the presentation. Presenters cannot utilize their own computer or bring an updated presentation on a flash drive.
- The selecting IAAPA committee will begin correspondence with the presenters to assist with session planning.
The committee will
 - o Assist with shaping the content and final presentation
 - o Ensure deadlines are met
 - o Review presentations
 - o Liaise between IAAPA staff and presenters
 - o Support presenters at IAAPA Expo with session logistics
- The submitted title and promotional abstract will be provided to IAAPA's marketing team for edits and will be used to describe and promote the session on the IAAPA website and in the trade show program.
- Speakers must consolidate and submit one (1) presentation using IAAPA Expo branded PowerPoint template.

If you have questions about the Call for Presentations, reach out to Sean Bonner, at SBonner@IAAPA.org.

[Submit Proposal](#)