



## Call for Proposals Guidelines for Prospective Speakers:

1. Speakers are encouraged to submit a minimum of 6 courses broken into 1 and 2 hour sessions. To maximize budgets and make the engagement economically viable for speakers, the Conference Advisory Board (CAB) goal is to utilize speakers for 4 to 6 hrs.

2. Course descriptions must be limited to 75 words MAXIMUM and should be written in the second person. See example below:

### Lenses and Lifestyles

Gain an overview of the latest technology in lens designs, materials, and treatments. You'll learn how to accurately assess each patients' needs using a simple checklist and tips to ask the right questions, the right way. You'll also be exposed to examples of how to demonstrate and present lens options using benefit-driven language.

3. Please refresh and update your submissions. If they have not been selected in the past few rounds, you may want to consider reviewing and reworking them. New and unique relevant topics will get first priority consideration.

4. Learning outcomes should be written using the following guidelines:

- State outcomes in **measurable** terms, not in abstract terms.
- It must be **student oriented**, not instructor oriented.

Examples of correctly written outcomes:

- **Identify** the instruments used in vitreous surgery.
- **Explain** the principles of allergic reactions.
- **Describe** how to implement spaced billing procedures.
- **Classify** the nature and extent of...

5. Please provide comprehensive outlines. If the CAB cannot determine what you will and will not cover or if the outline is not consistent with the course description and learning outcomes, the course will be rejected.

6. Selected speakers that do not meet the deadlines for information/materials requested **will be replaced**.

7. By submitting a proposal to speak at our event, you are agreeing to abide by the deadlines that Vision Expo has set for the delivery of course outlines, descriptions, accreditation and handouts. Please note that this content is mandatory and complying with these deadlines is crucial to the success of our event and adds to the experience of our conferees. If you are chosen as a speaker, these deadlines will be communicated to you by our conference team.