



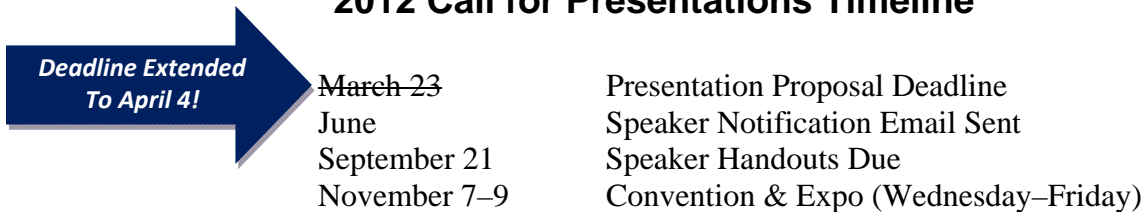
2012 Call for Presentations
Care Providers of Minnesota Annual Convention & Expo
November 7–9, 2012



Submission Guidelines

Care Providers of Minnesota (CPM) invites you to submit a breakout session proposal for our 2012 Convention and Expo – **Shining Stars**. This annual event attracts 2,000 long-term care providers in skilled nursing, housing, and community care settings. During the three days, we host dynamic keynote sessions, discipline-specific and general audience breakout sessions, an expo hall with more than 100 vendors, awards presentations, and several special events, including our Celebration of Caring Dinner.

2012 Call for Presentations Timeline



2012 Theme: Shining Stars

The 2012 Care Providers of Minnesota “Shining Stars” Convention & Exposition will pay tribute to all of those providing care and services to Minnesota’s older adults and those with disabilities... the individuals whose efforts are public and widely seen, as well as those who work quietly and compassionately behind the scenes. These are our Shining Stars.

Who Should Submit a Proposal?

Providers

You understand the trends, issues, and challenges facing your profession and you have firsthand experience in a variety of areas. Now is your chance to share that knowledge and experience with your peers (and you don’t need to do it alone – panel presentations are always welcome).

State Agencies & Other Long-Term Care Organizations

This is an opportunity for the agencies and organizations our members work with every day to share important information with attendees. It’s also a great place to learn the concerns and priorities of providers.

Associate Members, Product and Service Suppliers

Consider the educational contribution you could make, while at the same time gaining exposure and awareness of your company. Please note educational sessions CANNOT be commercial presentations. The proposal must have a clear educational substance beyond the product or service you represent. It is always helpful for our members to see your company represented in both in the Expo Hall and a breakout session.

Level of Content to be Presented

The Convention attracts long-term care professionals across a wide continuum from CEOs to direct care workers, social workers to housekeeping staff, nurses to dietitians. Please keep in mind that many Convention attendees have been in the field for a number of years. They have considerable knowledge and experience as professionals in the field of long-term care, and with a few exceptions, are looking for a more advanced level of training. As you are designing your session, please try to not only cover the basics, but to go deeper. The levels of content that we ask you to select are defined as follows:

- Advanced – Attendees have a thorough understanding of the topic and are ready to progress to the next level of complexity.
- Intermediate – Attendees have some degree of skill or competence and are ready to enhance or clarify it.
- Beginning – Attendees have little or no prior knowledge of the area(s) covered and are looking for the fundamentals of the topic.

Target Audience

You will be asked to select up to 3 target audiences for your session. While your session may be appropriate for many different audiences, these are the three groups who will most benefit from attending your session. Attendees will use these suggestions to choose which sessions they will attend. Target audience categories are:

- Business Office Professionals
- C.N.A./Frontline Staff
- Complementary Therapies (Music, Activities, OT, TR)
- Corporate Staff
- Dietitians & Food Service Managers
- Directors of Nursing/Clinical Leadership
- Housing/Assisted Living Professionals
- Human Resources
- Maintenance, Engineering & Housekeeping
- Nursing Home Administrators
- Nursing/Clinical Professionals
- Quality Specialists
- Social Workers
- All Audiences

Education Session Logistics

Each breakout session is 75 minutes in length. However, if you are considering more extensive topic coverage, consider two consecutive breakout sessions. While lecture-style presenting is an option, consider other options to increase interactive participation including working through a case study, panel discussions, and facilitated discussions.

Presentation Tips

Talk - don't read. Nobody enjoys seeing a speaker reading from a piece of paper. Try to talk from notes or, if you use a written-out text, try to look down at it only occasionally.

Take it slow. Remember that your audience is hearing the material for the first time and isn't nearly as familiar with the topic as you are.

Manage your time. If you find yourself running out of time, briefly summarize any remaining material.

Use visuals. Visual aids such as PowerPoints can help your audience locate and grasp the main points. Please arrange your visual aids in the same order as the handouts so the audience is not flipping through pages to follow along.

Welcome interruptions. This is one of the best things that can happen, because it shows that someone in the audience has engaged with what you're saying and, if you have the time to offer a brief response, it can actually lead to an interactive exchange.

Finish strong. Always be sure to have a satisfying conclusion to your presentation in which you make clear to the listeners what they now know.

Breakout Session Hosting

If your session is selected it would be helpful, however not required to find a colleague from your organization or company to serve as the host for your session. Hosts introduce speakers, make announcements provided by Care Providers of Minnesota, ensure handouts are present, etc. If you find a host for your session or you are interested in volunteering as a host for another session, please email Cara Tuenge (ctuenge@careproviders.org).

Selection & Notification

A committee of long-term care providers and allied professionals will review all complete session proposals. Incomplete proposals will not be reviewed. Criteria used to select proposals include:

- Unique and timely value of content;
- Relevance to the needs of key constituencies of CPM;
- Practical, results-oriented applications.

Individuals submitting proposals will be **notified of selection results in June** via email. Prior to that date, CPM cannot accept phone calls regarding the status of particular proposals. Potential speakers should tentatively **reserve the conference dates of November 7–9, 2012** to ensure availability.

Speaker Expenses/Honoraria

For over a quarter of a century, CPM has earned its reputation for providing high quality educational programs. We select faculty/speakers who share their expertise for the overall benefit of the long-term care profession.

In an effort to keep registration fees affordable for its members, Care Providers of Minnesota does not pay honoraria, per diem, travel, or other costs incurred by speakers. The convention has a limited speaker budget typically used to offset some of the keynote presentations expenses. We will assume that no fee or reimbursement is expected, if none is so specified in your proposal. Proposals that waive the request for honorariums or fees will be given top consideration.

Audiovisual Equipment

CPM will provide the following AV equipment for all breakout sessions:

- LCD projector
- Screen
- Speaker's table
- Podium w/wired microphone
- 1 wireless (lavaliere) microphone
- Appropriate sound system

CPM will determine the need for additional microphones based on room and audience size. **We DO NOT provide laptop computers or internet access.** If you are using a PowerPoint (or other) slide show, you will need to bring your own computer for use with the provided LCD. Overhead projectors are also not provided as part of the standard room set. If you require an overhead projector or other equipment, you must request it in advance. Additional AV requests must be made in the space provided on the proposal form. We cannot guarantee all additional requests will be fulfilled; however, we will do our best to accommodate them.

Handouts

To maximize educational benefit, we request that presenters create materials (a PowerPoint presentation for example) for their sessions. The materials should be in an electronic format (MS Word, PowerPoint, etc.), and submitted **September 21, 2012**. Care Providers of Minnesota will reproduce the materials for attendees. Handouts are **limited to 20 pages** total (10 pages double sided or up to 60 slides maximum). Please contact Cara Tuenge (ctuenge@careproviders.org) in advance if your materials exceed the page restriction or you are unable to meet the deadline.

All breakout session handouts will be posted online for a limited time after convention on the Care Providers of Minnesota website in PDF format for access by convention attendees.

Consider Exhibiting

You can expand your visibility by exhibiting at the convention. While keynote and breakout sessions must be informative (**and NOT self-promoting**) in nature, you can showcase your products or services in the Exhibit Hall. For exhibit information, contact Cyndi Spencer at 952-851-2490 or cspencer@careproviders.org.