

## Call for Webinar/Speaker Presentations

### Presentation Proposal Guidelines

Parking Australia endeavours to present a varied line-up of educational and networking opportunities specifically targeting the needs and concerns of its members and the Australian parking industry generally. Events and webinars provide members and guests with an opportunity to enhance their skills both professionally and personally. In 2015 we will be offer a range of interesting and informative topics.

If you would like to be considered as a presenter, please submit a presentation proposal via e-mail to [paa@parking.asn.au](mailto:paa@parking.asn.au). Before making your application please be advised that Parking Australia does not make payment to speakers for networking or webinar events or cover travelling costs.

#### FORMAT - WEBINARS

Parking Australia webinars will be live, 45-60 minute sessions on a topic of interest. We expect the sessions to draw approximately 30 attendees, keeping in mind that the web format allows multiple people to be gathered in an office listening to the webinar.

All prospective presenters are encouraged to craft a proposal that demonstrates a plan to disseminate information. Education should be non-commercial, interesting, informative, memorable and from a unique perspective.

#### BENEFITS

The following are benefits enjoyed by all individuals who are selected to present a webinar:

- Increased visibility and credibility in the eyes of the Australian parking industry
- The opportunity to share ideas, knowledge and experience with industry colleagues

#### OVERVIEW

- All proposals must be submitted to [paa@parking.asn.au](mailto:paa@parking.asn.au)
- Webinar presentation proposals will be reviewed by Parking Australia.
- A separate proposal must be submitted for each proposed presentation.

#### SELECTION PROCESS

The following are the core criteria that will be used to review all proposals:

- a. Topic has practical applications;
- b. Clear, focused and well-organized proposal;
- c. Presenter's qualifications;
- d. Presentation strategies;
- e. Presentation's overall quality; and

Parking Australia reserves the right to request modifications to a presentation proposal before final selections are made. Proposals will be responded to within three weeks.

Successful presentation proposals will be submitted via e-mail to [paa@parking.asn.au](mailto:paa@parking.asn.au) and will include thorough and accurate responses to each of the questions below. In addition, every presentation proposal must include a Learner Objectives Form and a complete Bio Data Form for each prospective presenter (see below).

## Call for Webinar/Speaker Presentations

If you are interested in either presenting a webinar or speaking at one of Parking Australia's networking or luncheon events please complete the following:

<b>Name:</b>	
<b>Title:</b>	
<b>Company:</b>	
<b>Street Address &amp; City:</b>	
<b>State, Postcode &amp; Country:</b>	
<b>Phone:</b>	
<b>Fax:</b>	
<b>Email:</b>	

<b>1. What is the proposed title?</b> <i>(Titles should be accurate, provocative and no more than seven words long.)</i>
<b>2. Who is the target audience?</b>
<b>3. Does the presenter have technical experience of running a webinar? If so, what software/application did they use?</b>

## Learner Objectives Form

<b>1. What category does your presentation fall into? (choose one)</b>	
	a. Basic Technical Information
	b. Advanced Technical Information
	c. Business and Operations Management
	d. Leadership and Motivational
	e. Other

### 2. Webinar Overview

<b>Learner Objectives</b> <i>Write one simple sentence that clearly states an objective of this proposed presentation.</i>	
<b>Content/Topic Outline</b> <i>Create a bulleted outline of three main points that you will use to teach your audience about this learner objective.</i>	
<b>Time Frame</b> <i>Provide a time frame for the webinar.</i>	

<p><b>Presenter</b> <i>List the proposed Presenter(s)for the topic.</i></p>	
<p><b>Teaching Strategies</b> <i>List teaching strategies that are congruent with each objective and its related content.</i></p>	
<p><b>Presentation Description</b> <i>Please include a description, approximately 75 words in length, which could be used to market your proposed presentation to targeted audiences.</i></p>	

### Bio Data Form

<b>Name:</b>	
<b>Title:</b>	
<b>Company:</b>	
<b>Street Address &amp; City:</b>	
<b>State, Postcode &amp; Country:</b>	
<b>Phone:</b>	
<b>Fax:</b>	
<b>Email:</b>	
<p><b>Provide a one paragraph narrative bio that describes your expertise in this topic. <i>If selected, this information will be published in promotional materials and will be used as your introduction during the webinar. Please also include an image of the presenter and company logo that can be used to promote the session.</i></b></p>	

Apart from the benefit of increasing your profile with those attending the webinar and live events, you will also have the opportunity to engage further at post-online forums. Our webinar presenters will also have the opportunity to promote off the back of their webinar using the final 3 minutes to engage participants with a promotional offer.