

## 2021 Call for Presentations Submission Guide

This document is designed to prepare you for the 2021 IPMI Parking & Mobility Conference & Expo call for presentations process. We encourage you to use this guide to draft your proposed presentations. Only presentations submitted through the online submittal site will be reviewed and considered for selection for the Conference education sessions. The submission link is found at the end of this document.

### About the 2021 IPMI Parking & Mobility Conference & Expo in Tampa, Florida

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The 2021 IPMI Parking & Mobility Conference & Expo (#IPMI2021) will be dedicated to keeping our amazing community connected through exhibits, general and education sessions, Shoptalks, networking, and network-building events.

The Conference & Expo will be offered in person. Eligible candidates may apply for CAPP scholarship funds to cover registration and travel expenses for #IPMI2021, as well as for all of our virtual offerings.

We will continue to host virtual events for our industry. Our plans include multiple virtual events in 2021, in addition to monthly webinars, online Shoptalks, and learning labs we already have in store.

Every aspect of the event will be carefully thought through and reshaped for your safety and wellness while offering a welcome opportunity to see one another and experience it all face-to-face for the first time in a long time.

[Access the latest information on #IPMI2021 here.](#)

### The #IPMI2021 Call for Presentations

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The Call for Presentations for the 2021 IPMI Parking & Mobility Conference & Expo is officially open! All industry professionals are invited to submit for a chance to speak at #IPMI2021.

Please make a note of the following dates:

- [February 15: Call for Presentations Opens](#)
- [March 15: Call for Presentations Closes](#)
- March 15 -17: Sales Open for Preferred Exhibitors
- April 9: Selected Presenters Notified
- April 16: Speaker Agreements and Confirmations Due
- May 1: Attendee Registration Opens

## Speaker Benefits and Call for Presentations Details

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1. Our education schedule will be packed; attendees will pre-register for each session. Only two submissions per speaker will be considered; we highly recommend that you submit a single, well-crafted presentation on your chosen topic.
2. This year, IPMI member speakers and panelists attend for free. Selected speakers and panelists will receive a complimentary Conference registration for this event; selected speakers and panelists will be responsible for all ancillary and travel expenses. If not a member at the time of submission, if selected, speakers will be offered the option to join IPMI as a member to receive the registration benefit.
3. Presentations may be lectures with a single speaker, two speakers, or panel-style with up to three panelists and a moderator (please note, because of COVID safety protocols, panels are limited to four people total and there will be no exceptions). Sales pitches will not be reviewed or considered. Please review the section on virtual Learning Labs in the media kit for marketing and sales presentation opportunities.
4. All speakers and panelists earn CAPP points for speaking, if selected. Attendance at education sessions earns CAPP points as well.
5. Our education tracks are new this year. Presentations may cover elements of all of these; select the one where you plan to focus the majority of your content. Choose the most relevant category, only a single choice will be permitted.
  - People & Human Resources.
  - Management & Leadership.
  - Technology & Innovation.
  - Community & Connectivity.
  - COVID-19 & Industry Recovery.
5. All presentations will be offered in person at this event. (If you prefer to present for IPMI virtually, we have that covered too: Stay tuned for our next invitation to submit for virtual events in June and October.)

## Content Guidelines, Best Practices, and Review Criteria

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Proposals should provide attendees with:

- New skills and capabilities to deliver successful parking and mobility programs.
- Real-life examples or case studies that contribute to the advancement of the industry.
- Cutting-edge technologies, trends, and insights into best practices that can be translated to operations and performance.
- Leadership and customer service policies and practices that demonstrate effective problem solving, communications, and engagement.
- A brief document, summary, or takeaway material that highlights the key points of the presentation. These short summaries will be uploaded in the mobile application or conference website and will be made available to all attendees. Selected speakers will be notified of the due date during the submission process.
- Content aligned to the exam outline described in the [CAPP Candidate Handbook](#).

Make your session engaging and interactive, and provide detail in the submission form. We've included a few ideas here:

- Include short video clips (five minutes or less) to engage your audience.
- Lead your audience through scenarios, graphics, stories, or case studies.
- Involve attendees by asking questions and using exercises to create discussion.
- Incorporate polling technology to get a pulse on your audience needs. (Speakers will be responsible to provide their own software and polling methods.)

Presentations will be evaluated using the following criteria, with a focus on creating a balance across the five tracks/categories throughout the entire Conference program:

- Quality and description of proposed content.
- Well-defined educational objectives that match the session description.
- Relevance to the parking, transportation and mobility profession. [Please refer to the CAPP content outline with questions on applicability of content](#).
- Strategies to promote participant engagement and interactivity.

*Please note:*

Sales pitches or promotional materials and content are not appropriate for the Call for Presentations or other IPMI professional development opportunities, and will not be reviewed or considered under any circumstances. For more information on how to present and promote your company's products and services, [please download the 2021 IPMI Marketing & Media Kit for information on sponsored Learning Labs](#).

## Education Session Types and Categories

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To provide the best educational experience, IPMI provides multiple formats in addition to lecture-style education to include engaging, participant-based education sessions. Each session will be scheduled for one hour, with approximately 15 minutes designated for discussion and questions and answers.

*In 2021, the education schedule will be structured to include mandatory breaks to allow for appropriate cleaning and social distancing measures. Due to COVID-19 health, safety, and cleaning protocols, all session rooms will be set up theatre style.*

In the submission form, you must select a session type (single presenter, two presenters, or Panel Presentation, with a max of three panelists and one moderator). Sessions may be grouped into tracks listed on page 2, and will be evaluated based on the category selection. Categories are intentionally broad to accommodate the innovative and changing nature of our industry, as well as our evolving training and educational needs.

## Selection, Acceptance, and Required Speaker Agreement Process

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***You may begin the submission process and return to your saved presentation any time up until the Call for Presentations closes on March 15, 2021, 7:00 PM EDT.***

1. Most sessions will be offered two times during the education program to allow for social distancing. Attendees will pre-register for sessions in advance to monitor room capacity guidelines and safety protocols at the time of the event. Selected speakers will be notified of their presentation days and times in their confirmation.
2. Only two submissions per speaker will be considered; we highly recommend that you submit a single, well-crafted presentation on your chosen topic.
3. IPMI will notify selected presenters of their acceptance no later than April 9, 2021.
4. All speakers and panelists must return their signed Speaker Agreement by April 16; failure to do so by this date will result in the session being removed from the program. If a speaker decides to join as a member to receive complimentary registration, IPMI membership must be current and in good standing by April 16.
5. Incomplete submissions and/or any content deemed self-promotional, marketing, or sales-related will not be reviewed or considered.

6. The Speaker Agreement incorporates the speaker's commitment to IPMI's Non-Discrimination, Self-Promotion, and Copyright Policies, which are include in the confirmation of selected presenters.

### **Required Information on the Submission Form**

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The following information will be required to submit a complete proposal. We suggest you develop your responses to the following in advance and submit online when complete.

1. I understand that this is an in-person event and I agree to attend in person in Tampa, Florida (November 29 - December 2, 2021). If selected, I agree that IPMI will provide a complimentary registration to the event, and that I am responsible for all travel and ancillary expenses.
2. Title: This will be used in marketing materials and is subject to IPMI approval and modification.
3. Type: (Single Presenter, Lecture Style; Two Presenters, Lecture Style; Panel Presentation: Three Panelists; Moderator, Discussion Style)
4. Description: This summary, limited to 75 words or less, will be used in marketing materials and is subject to IPMI approval and modification.
5. Track/Category: Select one primary category from the list below. IPMI may modify track selection prior to acceptance.
  - People & Human Resources.
  - Management & Leadership.
  - Technology & Innovation.
  - Community & Connectivity.
  - COVID-19 & Industry Recovery.
6. Learning Objectives: Provide three measurable, outcome-based learning objectives. A learning objective is an explicit statement that clearly expresses what the participant will learn or be able to do after attending the session (you may reference Bloom's Taxonomy or follow the examples listed below.) Once accepted, objectives may not be altered.
  - *Example 1:* Attendees will gain an overview of the current curb management technology available and trends in the municipal marketplace.

- *Example 2:* Attendees will walk through a case study of a mid-sized university that implemented COVID-19 testing sites on campus lots, and explore the program-specific transportation, staffing, and safety considerations.
7. Attendee Engagement: How will you make this session engaging and interactive for participants?
  8. Additional Information
  9. Please indicate if you are interested in a possible feature story or column in *Parking & Mobility* magazine on this topic. Your answer will not affect the review and selection process.
    - Yes.
    - No.
    - Maybe, I would like more information.
  10. Submitter's Contact Information, if different than Presenter(s).

Enter full name, title, company/organization, phone, and email. It is imperative that the email address is correct. If the email address is incorrect, presenters will not be able to complete their requirements.

11. Detailed contact information for each speaker, moderator, and/or panelist.

Enter full name, title, company/organization, phone, and email. Please confirm that you have the correct email address prior to submission.

12. Brief biographies and headshots are required for each speaker, moderator, and/or panelist. Please name the photograph with the full name of the speaker (format: last name-first name-company.) Please ensure that your photograph is a minimum of 300x300 pixels and not larger than 1 MB in file size.

## **Submit Your Proposal Here.**

### **Thank you!**

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Thank you for submitting your proposal for the 2021 IPMI Parking & Mobility Conference & Expo. If you have questions, contact us at [professionaldevelopment@parking-mobility.org](mailto:professionaldevelopment@parking-mobility.org).