

## AAOE 2025 Annual Conference Call for Content Leaders

AAOE's Annual Conference is the premiere event for orthopedic practice professionals, physicians, and their staff. More than 500 AAOE members and orthopedic practice professionals will gather in Atlanta, GA May 2-5, 2025 for education and professional development to help them advance in their career and grow their practice.

AAOE is seeking content leaders for educational sessions on the latest topics and trends in orthopedic practice management.

Presentation proposals that incorporate the following will receive higher ratings.

### **CONTENT**

- Reflect innovative, cutting-edge content that has practical applications for attendees
- Present a business case with evidence supported by research or data

### **INSTRUCTIONAL DESIGN**

- Promote discussion, audience engagement, and outcome-focused design.
- Facilitate knowledge transfer and development of new competencies.
- Use methods that draw out relevant past knowledge and experiences.

### **DO'S AND DON'TS**

- DO provide a complete and thorough response to all the questions included in the application.
- DO describe the educational content and value of your proposed session.
- DO explain tools and resources that attendees will be able to take away from the session.
- DO complete your submission prior to the deadline.
- DON'T rush through the proposal or provide incomplete answers.
- DON'T assume that the Call for Content Leaders process does not apply to you.
- DON'T sell your services or mention your products.

## **SESSION PROPOSAL PROCESS AND SELECTION CRITERIA**

### **Deadlines**

- Call for Content Leaders Opens: **July 15, 2024**
- Call for Content Leaders Closes: **August 16, 2024**
- Session Invitations sent: **September 30, 2024**
- Speaker agreement and Financial Disclosure Signed and Returned: **October 11, 2024**
- Final Presentations Due: **March 15, 2025**

### **Process**

1. **Peer Reviewers** - AAOE members volunteer to serve on a task force of peer reviewers to ensure that conference sessions meet the needs of orthopedic professionals. They review sessions anonymously within their area of expertise. These volunteers include members of the Annual Conference Council and Education Council.
2. **AAOE Staff** - AAOE staff complete an initial review of session proposals and help facilitate the review process by offering insight and assistance to strategically identify and fill gaps where appropriate.
3. **Session Selection** – After initial staff review, Peer Reviewers score sessions based on predetermined criteria and those sessions which score highest are selected for the Annual Conference.

## **CONTENT LEADER EXPECTATIONS**

You will be asked to sign your agreement with the following statements before submitting your proposal.

1. **DEADLINES:** I agree to conform to all program deadlines, guidelines, and timelines provided by the American Alliance of Orthopaedic Executives (AAOE).
2. **NO SELLING FROM THE PLATFORM:** I agree and understand that I am strictly prohibited from "Selling on the Platform". My presentation(s) must be educational in nature and the AAOE Annual Conference is not a venue for selling products, my services, etc. This includes but is not limited to the distribution and sale of promotional materials and promoting commercial ventures which may personally or financially benefit me, as the speaker, or my company. I also understand that violating this clause will result in becoming ineligible to present at any future AAOE Conferences.
3. **YOUR RESPONSIBILITY TO NOTIFY:** I agree to notify AAOE immediately by phone at (800) 247-9699 and by email at [education@aaoe.net](mailto:education@aaoe.net) in the event that I am unable to meet the time and/or date for my speaking commitment.
4. **PRESENTATION CONTENT:** I understand that the content of my presentation must be my own words and accompanied by my own images. To the best of my knowledge, my materials, electronic or otherwise, do not violate any lawful or proprietary regulations or other lawful acts including copyright, trademark, and privacy rights. If I have used artificial intelligence, it is to augment my own original work.

5. **INFORMATION CONSENT:** I consent to the use of my name, personal photo, bio and/or credential information to be used by AAOE in conjunction with the Annual Conference, AAOE Learning Center, and Conference Mobile Application.
6. **RECORDING CONSENT:** I understand and provide consent that AAOE may record my presentation and make it available for purchase in their AAOE Learning Center. I authorize AAOE to live stream, record, reproduce, and publish my presentation(s) in whole or in part, including handouts and/or electronic presentation materials, with proper credit. I grant this permission with the understanding that the aforementioned actions are royalty free, and copyright is retained by the original creator of any such materials.
7. **RECORDING COPY:** I may request one (1) complimentary copy of my presentation recording with the accord that I will not sell, distribute, or stream the presentation to the web for personal use or otherwise without the written consent of AAOE.
8. **REQUIRED PRESENTATION MATERIALS:**
  - a. I understand that I must provide a 5-question exam, with the requirements given to me by AAOE. I also understand that this exam will be used for participants to earn Continuing Education credit.
  - b. I agree to provide a PowerPoint presentation to AAOE on or before March 15, 2025. This submission deadline is necessary so that required reviews and continuing education elements can be added to the presentation before the Annual Conference. Failure to meet this deadline could result in the session being removed from the education schedule.
  - c. I agree to provide a PDF version of the PowerPoint presentation and/or a handout displaying most of the information from the presentation, and any collateral materials or allow AAOE staff to create a handout from my PowerPoint presentation for uploading and member use.
9. **VENDOR REQUIREMENTS:** **All** speakers who are affiliated with a vendor company (even if they are also employed by an orthopedic practice) must ensure that their company is registered as an exhibitor at the AAOE Annual Conference and their company's exhibit booth, tabletop, or sponsorship is paid in full within 15 days of receiving their session approval email. Speakers affiliated with a vendor company who do not comply to this deadline will be removed from the program.
10. **ROOM SETUP:** All session rooms will be equipped with the following.
  - a. LCD projector and screen.
  - b. Presenter microphones.
  - c. Presentation teams of 1-3 will have lavalier microphones for all presenters.
  - d. Panels or teams of 4 presenters will have 1 lavalier for the moderator and 2-3 stand microphones for the panelists.
11. **Cancellation Clause:** AAOE reserves the right to cancel the in-person event, for any reason, with at least 30 days advance notice delivered via email to the contact designated in this agreement, without penalty or expectation of any additional payment(s) to be made to the speaker. In the event the in-person event is transitioned into an on-line, virtual event, the speaker agrees to provide the education specified in this agreement using a video platform provided by AAOE and reduce their speaking fees by 50%.

## **APPLICATION QUESTIONS**

Review these questions before starting your application! Please note you are limited to three (3) session proposal submissions, and you cannot return to your proposal form and edit later. Required elements will have an asterisk (\*) next to them. If there are any character or word limits to the field, those will be listed next to the element title.

**Your contact information including\*:**

- First Name, Last Name, Credentials
- Title, Company Name, Company Address
- Email Address
- Work Phone, Cell Phone
- Bio (100 words)
- Speaker introduction (50 words) - 1 to 2 sentences on how you would like to be introduced. Please include a phonetic spelling of your name.
  - *Example: Jorge; Phonetic: HOR-hay*
- Headshot upload
- Social Media Profiles (if any) – we'll help market your session!

**Presentation Title\* (10 words)**

Provide a concise, easy-to-understand, and attention-grabbing presentation title that will prompt reviewers and attendees alike to be interested in learning more about your session. This is the first impression of your session and your one-line opportunity to hook reviewers and attendees. It will be used on the conference website, all print programs where sessions names are noted, and mobile app.

**Session Track\***

Please select the track that best applies to this session proposal. AAOE seeks to provide a robust session schedule that is relevant to professionals of all experience levels and roles.

- **Nuts & Bolts** - These sessions provide tools and resources to perform the day-to-day operations; the "nuts and bolts" needed to succeed. Attendees should be able to apply the information learned immediately.
- **Strategic** - These sessions are for practice executives planning growth and positioning, or who are looking to address an issue within their practice. They focus on what is needed to create a strategic plan to move a practice forward in the coming year and provide knowledge and tools needed to develop strategy specific to a practice's need.
- **On the Horizon** - These sessions focus on new initiatives and emerging trends and how to prepare for change. These "hot topic" trends may be frequently talked about, but only a few practices have begun to implement them.

**Primary Topic Area\***

AAOE is seeking proposals on the following topics. Proposals on other topics will be accepted - let us know why you feel our attendees need it! To see a full list of specific topic suggestions, you can [click here](#).

- Ambulatory Surgery Centers (ASCs)
- Business Development
- Compliance

- Culture
- Customer Service
- Data Analytics
- Finance
- Human Resources
- IT and Cybersecurity
- Leadership
- Marketing and Communications
- Operations
- Value-Based Care

**Primary Sub-Topic**

Please provide a sub-topic (4 to 5 words max) related to the Primary Topic identified above. These are three or four words that further define your specific area of focus. For example, if Marketing and Communications is the Primary Topic you might specify Digital Marketing or social media as the sub-topic.

**Secondary Topic Area\***

Select the secondary topic area that best relates to your proposal.

- Ambulatory Surgery Centers (ASCs)
- Business Development
- Compliance
- Culture
- Customer Service
- Data Analytics
- Finance
- Human Resources
- IT and Cybersecurity
- Leadership
- Marketing and Communications
- Operations
- Value-Based Care

**Secondary Sub-Topic**

Please provide a secondary sub-topic (4 to 5 words max) related to the Secondary Topic identified above. These are three or four words that further define your specific area of focus. For example, if Data Analytics is the Secondary Topic, you might specify Benchmarking as the sub-topic.

**Learning Format\***

Please select the learning format that best suits this session proposal.

You are providing your preference. If selected, please be aware that the learning format you indicate below may not match your session assignment.

- **Lecture** - The standard session format where the speaker(s) shares experience and knowledge with attendees.

- **Panel** - A panel is typically composed of a moderator and up to four panelists who share their insights, opinions, and experiences on the subject matter. If you need assistance in finding additional panelists for your session, or would like to put your name forward to join a panel, [please fill out this form](#).
- **Case Study** - Speaker(s) shares one or more case studies on a specific topic so that attendees can learn from real-life examples.

### **Session Length\***

Consider the most appropriate session length based on your session content. If selected, please be aware that the session length you indicate below may not match your session assignment (check all that apply).

- 30 minutes
- 45 minutes
- 60 minutes

### **Presentation Description\*** (500 words)

Provide a full description of your presentation. This will be used by the review committee to rate your session. If your session is selected, this description may be modified for use in printed conference materials, on the conference website, and conference mobile app to market your session to attendees.

**Sessions are blind reviewed. Please do not include the speaker, company, or product names in the session description or summary.**

### **Presentation Summary\*** (100 words)

Provide a brief summary of your presentation. Make it engaging. What will attendees learn and why is it relevant?

### **3-5 Learning Objectives of the Presentation\***

Please clearly define the new knowledge, skills, and abilities session participants will be prepared to apply back at the office following your session. Keep in mind:

- Learning objectives must be observable and measurable.
  - *Example: By the end of the session, attendees will be able to [action verb] [specific task or knowledge] [criteria/conditions for performance].*
  - They should describe a measurable behavior and begin with an action verb.
- **SUGGESTED VERBS:** list, describe, recite, write, recognize, compute, discuss, explain, predict, apply, demonstrate, prepare, use, analyze, design, select, utilize, compile, create, plan, revise, assess, compare, rate, and critique.
- **OUTCOMES ORIENTED:** Learning objectives should focus on what the learner should know and be able to do after participating in your presentation, NOT describe activities in which learners will participate during the presentation or what presenters will do during the presentation.

### **One-Sentence Elevator Pitch\***

In just one sentence, pitch this session to prospective attendees!

### **Speaker Expertise\***

Please explain your expertise on this topic.

**Sessions are blind reviewed. Do not include any identifying information in this section such as your name or company name.**

### **Instructional Design Plan\***

Clearly describe your plan for sharing your expertise with attendees in an interesting, engaging, and effective presentation. What techniques and adult learning methods will be used? Creative and engaging learning approaches are strongly encouraged!

*Example: "I plan to prepare a PowerPoint presentation with slides that showcase data showing our patient outcomes before and after implementing x solution. Throughout the presentation I also plan to survey the attendees by using QR codes to a live poll and display the results on the screen. Attendees will receive a handout worksheet that will help them craft how they will implement the solution in their practice."*

**Is any advance preparation/pre-requisite knowledge or experience required of participants before attending your presentation?\***

- Yes (if yes, explain)
- No

### **What types of handouts do you plan to provide for attendees?**

If your session is selected, you will be required to provide at least one pdf handout for attendees. **While you are allowed to simply convert your PowerPoint to a pdf, session proposals that plan to offer specific handouts, checklists, booklets, white papers, articles, or other valuable takeaways are more highly rated.** Please be as specific as possible!

### **Learning Format\***

AAOE offers unique learning formats to provide education in a creative and memorable way. If you would like to be considered for one of the learning formats below, please pitch to us why you think you should be selected! Or, just let us know you're game, and if the topic is right, we'll guide you through the process! Let us know if your current session proposal would work for this format or if you would prepare a separate proposal specifically for this format (and if so, please give a 2-4 sentence description of the topic/content and why it would be a good fit for that format).

- **IGNITE Sessions** - Fun, fast-paced 5-minute presentations focused on personal growth/development, where slides are timed to auto-advance, whether you're ready or not!
- **Game Changer** - Take a break from industry-heavy content to focus on YOU! Game changers help you take a step back and shift your perspective as you work on your own needs as a leader.
- **Standard Format** – The standard lecture-style session format.

### **Additional Speaking Opportunities**

Please indicate which non-conference speaking opportunities (if any) you would be interested in.

- **In Person Educational Program or Event** – In-person educational program.
- **Webinar** – 30-60 minute on-demand or live educational presentation.
- **Other** - (please specify)

Need Help? We're here and ready to assist - simply call 800-247-9699 or email [education@aaoe.net](mailto:education@aaoe.net) and we'll get back to you as quickly as we can.