



Call for Proposals Guidance

Contents

TCI EXPO Call for Proposals.....	3
Why present?.....	3
Presentation Topics	3
Submission Details	3
Proposal Submission.....	3
Title	3
Abstract	3
Description	3
Bio	4
Accepted Proposals	4
Educational Materials.....	4
Digital Access Recorded Presentation Requirement.....	4
Recording your presentation through Zoom	5
Key Deadlines	7
Ready to Submit Your Proposal?	7
How to Create Good Learning Objectives for Your Presentation.....	8

TCI EXPO Call for Proposals

At TCIA, we are dedicated to delivering valuable in-person and on-demand educational sessions for the tree care industry. Presenting at TCI EXPO is an opportunity to share your expertise and contribute to the growth and knowledge of professionals in the field.

Why present?

Presenting at TCI EXPO is a unique opportunity to showcase your expertise, connect with industry peers, and contribute to the advancement of the tree care profession. By sharing your knowledge, you'll help others grow their skills, gain recognition as a thought leader, and make a lasting impact on the industry. Presenters receive an honorarium, expense stipend, and best of all, a complimentary All Access Pass to TCI EXPO.

Presentation Topics

Our events explore trending topics within TCIA's 6 Domains:

1. Safety
2. Workforce Development
3. Advocacy and Regulatory Compliance
4. Training
5. Sales and Marketing
6. Business Strategy

Submission Details

To provide the best learning experience for attendees, you'll need to work closely with TCIA staff to develop learning objectives, meet deadlines, and follow TCIA's educator guidelines.

Proposal Submission

Proposal submission deadline: **Due by January 31, 2025**

When submitting your proposal, you must include the Title, Abstract, Description, and a short bio, described in detail below.

Title (maximum 50 characters)

This is your chance to grab attendees' interest. Make it count!

Abstract (suggested word count 150 words)

This is the description that we'll use on the event website and in the event program to help attendees understand what your presentation is about.

Description (maximum 3,000 characters)

This is a detailed overview of your presentation to help us understand your proposal. This should include topics and concepts you'll address, key takeaways, delivery style and audience engagement tactics.

Bio (suggested word count 150 words)

This short biography should highlight your professional background and expertise, along with any relevant speaking or training experience. You may want to include a brief mention of your role, any certifications, and a focus on the specific topics or skills you are qualified to present.

Accepted Proposals

Signed Agreement and headshot: **Due by May 1, 2025.**

If your proposal is accepted, you must meet all deadlines provided by TCIA. This includes submitting the following required deliverables: speaker agreement, headshot, presentation slides, handouts, A/V requests, and a recorded presentation for use in our Digital Access programming.

Educational Materials

Presentation draft (including learning objectives): **Due by July 1, 2025.** TCIA staff can assist with creating learning objectives if needed. Your presentation should include a PowerPoint, an audio/visual component, and/or other visual aids to enhance the learning experience.

- Review your learning objectives and ensure your content equally supports them. You can find guidance on creating learning objectives for your presentation at the end of this document.
- Your presentation should be about 45 minutes in duration. Best practice is to stay on one slide for about 2 minutes, so your deck should be between 20-25 slides.
- Headings should use a font size of at least 44pt and text should be 24 pt
- Limit the number of words on your slides. Speak from your notes and let the slide tell the story- pictures, videos, charts, etc.
- Consider adding a short (3 minutes or less) video related to your topic. Videos break things up and allow you to bring context to your topic.
- Consider having a handout. This should be ADDITIONAL information, not just your PowerPoint slide deck in handout form. You can also post a link to a recent article you've written, or to your website or other media for more information.

Digital Access Recorded Presentation Requirement

Recorded Presentation: **Due by September 1, 2025.**

As part of TCIA's Digital Access initiative, each presentation must be pre-recorded prior to the event. You will need to submit both a recording of your visual content and your oral presentation. Ideally, the recording will be a start to finish presentation as if you were live in front of an audience. We are not shooting for perfection; we are looking for the best presentation you can do. You will do great, don't worry, just prepare as you would for an on-stage event.

Speaking of stages, you are creating your own stage for this recording. Here are some best practices for a successful stage and presence:

- Ensure you have a quiet place scheduled for use
- The local Internet connection should be unshared by others for the recording – a hard-wired Internet connection is recommended versus a Wi-Fi connection.
- Create a comfortable stage for yourself with excellent lighting. Lighting is key.
- Look at your stage from the lens of the attendee. What is behind you? What might be distracting to the learner? Minimize any of those distractors.
- Camera: The camera should be looking downward at you slightly and should be zoomed in tightly on you.
- To sit or to stand? Whatever is more comfortable. If you elect to stand, be mindful of standing in place and any movement in general will be magnified on camera. If you tend to talk with your hands, adjust the camera accordingly to keep your elevated hands out of view.
- What to wear? Avoid shirts with patterns, choose something solid. The patterns can cause strange effects on camera especially if the attendee has a slower Internet connection.
- Your presentation should be screen recorded via Zoom, PowerPoint, or similar, with the presentation as the main focus with you presenting in a corner of the recording. This view is to ensure consistency among presentations and avoid glare or unclear slides that can occur when recorded with you standing in front of a television screen or projection. The saved file format must be an MP4.

Recording your presentation through Zoom

1. Open the Zoom app on your computer. Keep in mind, a free account will only record up to 40 minutes. If you need more than this, feel free to break it into 2 recordings and send us both.
2. From the home screen, click “New meeting”.
3. Accept the pop-up to “Join with computer audio”.
4. Have your PowerPoint open and ready on your desktop.
5. Navigate back to the Zoom app meeting window and select share screen. Select your open PowerPoint from the screen options. We recommend sharing the PowerPoint app instead of sharing your screen to avoid unintentional recording of notification pop-ups such as Outlook or Teams, or other items you may have open.
6. Click share.
7. Navigate back to your PowerPoint and place it in slideshow mode. It is important to note that you will not have access to the PowerPoint notes if you are only using one screen. Consider a dual-screen setup if you will need to have access to your slide notes. Move the zoom window with your webcam image to a corner of your screen, to avoid blocking valuable slide information.
8. In the Zoom app, Move the cursor over the “you are screen sharing” tab at the top of the screen. When you do this, another bar will lower from the top. On this bar, select “...more”.
9. Select “record” from the drop-down menu.

10. Begin your presentation. The screen that you are sharing, and your webcam will be recorded.
11. When you are finished recording, go back to "...more" and select "stop recording".
12. End your meeting.
13. Your meeting recording will automatically be prepared by Zoom and downloaded.
14. Send us the MP4 from the folder downloaded that starts with the word "video".

Key Deadlines

- Title, abstract, description, and a short bio: **Due upon proposal submission**
- Signed Agreement and headshot: **Due by May 1, 2025.**
- Presentation draft (including learning objectives): **Due by July 1, 2025.** TCIA staff can assist with creating learning objectives if needed.
- Recorded Presentation: **Due by September 1, 2025.**

Ready to Submit Your Proposal?

<https://treecareindustryassociation.org/events/call-for-presentations/>

How to Create Good Learning Objectives for Your Presentation

Learning objectives help guide your presentation and ensure that participants understand what they should know or be able to do by the end. Follow these simple steps to create clear and effective learning objectives for your presentation:

Step 1: Start with the End in Mind

- Ask yourself: What do I want my audience to know or do after this presentation?
- Think about specific skills or knowledge that are relevant to the topic you're presenting.

Step 2: Use Action Verbs

- Good learning objectives focus on actions that are measurable and observable.
- Use verbs like: "Identify," "Describe," "Demonstrate," "Explain," "Compare," or "Apply."
- Avoid vague words like "understand" or "learn," as they are harder to measure.

Examples:

- **Good:** "By the end of this session, participants will be able to identify three common tree diseases."
- **Not ideal:** "By the end of this session, participants will understand tree diseases."

Step 3: Be Specific and Measurable

- Focus on clear, measurable outcomes that can be assessed.
- Ask yourself: How will I know if the participants have achieved this objective?

Example:

- "By the end of this session, participants will be able to demonstrate the proper use of pruning tools during a hands-on exercise."

Step 4: Keep It Realistic and Achievable

- Ensure the objectives are suitable for a one-hour session. Avoid covering too much content.
- Limit yourself to 2-3 key learning objectives for the session.

Example:

- "By the end of the presentation, participants will be able to explain how to perform a basic tree risk assessment using visual inspection."

Step 5: Align with Audience Needs

- Tailor your objectives to the experience level and needs of your audience.
- For beginners, focus on foundational knowledge or skills. For experienced participants, aim for more advanced skills.

Example for beginners:

- "By the end of this session, participants will be able to identify basic tree anatomy."

Example for advanced learners:

- "By the end of this session, participants will be able to compare advanced rigging techniques for complex tree removals."

Step 6: Review and Revise

- After drafting your learning objectives, ask yourself:
 - Are they clear?
 - Are they measurable?
 - Are they realistic for a one-hour timeframe?

By following these steps, you'll create learning objectives that provide a clear roadmap for both you and your audience. These objectives will help keep your presentation focused and ensure participants walk away with valuable, practical knowledge.