



SPEAKING PROPOSAL GUIDE

Proposals Due: Oct. 11, 2019 | **Decision Notification Sent:** Nov. 22, 2019

Call for Proposals:

Digital Dealer Conference & Expo, a 2.5-day event that provides 100+ progressive educational seminars to dealership professionals, is seeking knowledgeable and engaging presenters to lead sessions in one of the three conference tracks: Dealer Ops & Leadership, Marketing & Advertising, or Sales & Variable Ops.

Next Steps to Become a Speaker:

- 1 Before preparing a proposal, please review this document – in its entirety.
- 2 After reviewing this document, please [click here](#) to submit your proposal.

Key Requirements for Submitting a Proposal:

- ▶ **Sessions must be entirely NEW and presented for the first time at DD28.**
Presenters may not repeat content that has been presented before.
- ▶ **Only educational and non-promotional sessions are permitted.**
Promotional content related to an individual's product, company, and/or services violates the conference's "no-pitch" policy.
- ▶ **Incomplete proposals will not be accepted.** All requested information and materials (Teaser Video, Outline, Presenter Photo, etc.) listed on the proposal document are required to get submitted together.
- ▶ **Session details, as well as presenter information and materials** (headshot, bio), must be finalized and included in the proposal submission. Presenters listed on the proposal should have confirmed their interest and availability to present if the session is selected. Presenter and/pr session content changes will not be accepted after a proposal has been submitted.

(Please see further requirements and terms listed throughout this document)

Applicant FAQ:

1 How can I prepare a strong proposal?

- ▶ **Select a unique, relevant, and timely topic that addresses a problem area or outlines a growth opportunity for dealerships.** Avoid topics that are over-saturated, recycled, based on outdated data or against best practices.
- ▶ **Prepare a session title that is fresh, descriptive, and catchy – but not misleading.** Session titles should accurately represent the content outlined in the proposal. The title should stand alone and be detailed enough for attendees to get an idea of what the session would cover – before they even read the description, etc. Avoid vague titles such as “How to get more leads.”
- ▶ **Focus on the ‘how-to’ rather than the ‘why.’** Sessions should provide attendees with an action plan/to-do list of ideas and strategies, as well as the actual steps to implement those items upon returning to their store.
- ▶ **Avoid being vague, and provide clear, concise information without “fluff.”** Your title, subtitle, session description, and primary learning objectives should include specific details. Your description should explain the topic area that will be covered, provide background on the problem/issue at hand, state how your presentation can address that need/opportunity, and takeaways for attendees.
- ▶ **Avoid session proposals that provide high-level overviews of subject matter.** Focus on in-depth, deep dives (rather than just scratching the surface). Advanced sessions are preferred over fundamental/intermediate sessions.
- ▶ **Strictly follow the “no-pitch” policy. Do not mention or show any content on your product, services, and/or company.** Demonstrating unbiased insight and providing truly valuable knowledge and tactics that attendees can implement immediately upon return to their store shows that you respect their time and are there to help them, which is the best way to showcase your business.
- ▶ **Do not neglect the teaser video.** Digital Dealer’s advisory panel factors the teaser video into their proposal decision. The teaser video provides insight an applicant’s ability to:
 - 1) Engage an audience
 - 2) Clearly and professionally explain the subject matter
 - 3) Talk about subject matter from an objective, unbiased standpoint – without promoting his/her company/product/services

2 What is a teaser video? What are the requirements? How will it be used?

Each speaking proposal must include a 60-second teaser video of the speaker introducing his or her self by name only, followed by a brief session overview that highlights the key concepts and strategies that will be covered, as well as what results/benefits dealership professionals can expect as a result of attending the presentation.

Teaser videos are used in the following ways:

- ▶ Factored into the acceptance decision (videos provide insight into an applicant’s ability to deliver a clear, valuable, non-promotional, and engaging message)
- ▶ For marketing purposes (if a session is accepted, the video may be shared on Digital Dealer’s website, social media pages, etc.)

Teaser videos should be:

- ▶ Educational and **non-promotional** (no logos or company/product mentions). Proposals are considered incomplete if the video file includes promotional material.
- ▶ 60-seconds, shot horizontally (**no vertical videos** accepted).
- ▶ Uploaded to YouTube as “unlisted.” You will list the URL on your proposal.
- ▶ Professional (make sure the audio is turned up, lighting is good, the camera is steady, and the background looks appropriate for a video).

3 Can I repeat a session I presented before?

No, sessions are required to be presented for the first time at Digital Dealer 28.

4 What are the main materials needed to apply?

- ▶ Session Title, Subtitle, and Description
- ▶ 3 Primary Learning Objectives
- ▶ Presentation Outline ([download template here](#))
- ▶ Speaker’s Contact Info, List of Past Speaking Engagements, Bio, and Headshot
- ▶ Teaser Video (proposals without videos or videos that do not follow the instructions will be viewed as incomplete proposals and declined)

5 How many sessions can I submit?

An applicant/company may submit up to two proposals, but it is extremely unlikely for more than one proposal/speaker per company to get accepted.

6 What speaking opportunities can I apply for?

You may submit a proposal for any of the session types listed below. There is a field on the application where you can indicate if you would like your proposal considered for more than one session type.

Breakout presentation (held in a concurrent timeslot with 9 - 11 other sessions)

opportunities include:

- ▶ **50-Minute Educational Breakout**
(1 - 2 presenters permitted)
- ▶ **50-Minute Educational Breakout Panel:**
(3 - 4 presenters permitted)
- ▶ **100-Minute In-Depth Breakout**
(1 - 2 presenters permitted; Very few 100-minute proposals will be selected)

Keynote presentation (held on the main stage with no other sessions running at that time; very limited keynote proposals will be selected) opportunities include:

- ▶ **50-Minute Keynote Address**
(1 - 2 presenters permitted)
- ▶ **50-Minute Keynote Panel**
(3 - 4 presenters permitted)

7 I received an invitation to submit a proposal. Does this mean I am speaking at the show?

No, our call for speakers is only an invitation to submit a proposal for consideration. The invitation is not a guarantee that your proposal will be selected. If your attendance at the conference is contingent upon your ability to present, please refrain from booking hotel accommodations or travel until you have been notified that your proposal was accepted.

- 8 Is there a fee to apply or to speak? Will I have to purchase a pass to the event?**
There is no fee to submit a proposal or to speak at the conference. Presenters will receive complimentary passes valid for the entire length of the event. Any additional passes for spouses or staff members must be purchased at the current registration rate.
- 9 Will my travel/hotel accommodations be reimbursed if I am selected to present?**
No, expenses will not be reimbursed. Presenters are responsible for their own expenses (hotel, meals, airfare, ground transportation, etc.).
- 10 If I am accepted to speak, what are the next steps?**
You will receive an acceptance notification via email, which will have further instructions on registering for your speaker badge and further next steps.
- 11 What happens after submitting a speaking proposal?**
1) Proposals are reviewed by Digital Dealer’s independent advisory panel to identify which submissions best meet the event’s guidelines, criteria, & objectives.
2) All applicants will be notified of a decision via email on or before Nov. 29, 2019.
Please Note: Due to the large influx of email inquiries and applications, Digital Dealer is unable to provide status updates on proposal submissions.
- 12 Why would a strong proposal get declined?**
If your proposal is declined, please understand that there are a variety of factors that may have contributed to your proposal topic not being selected. Digital Dealer receives a large number of submissions in each category (many even on similar topics), but there are a limited number of sessions accepted per category.
Additionally, Digital Dealer must pay attention to a number of other factors involved in running an event, including educational feedback from our dealer audience; how many return speakers we have per event (to keep the conference “fresh” there cannot be the same lineup of speakers at each event); or if there were too many similar topics covered at prior Digital Dealer events.
- 13 Can I receive specific feedback on why a submitted proposal was declined?**
Digital Dealer’s Review Policy does not permit proposal feedback to be released on proposal decisions. If your proposal is not selected, please understand that for the reasons mentioned in question #12 above (and others not listed), Digital Dealer often has to turn away very strong proposals and presenters.
- 14 I answered “yes” to the question on the application that asked if I would like my proposal reviewed for DD29, do I need to do anything else for it to be considered for DD29?**
For applicants who indicated on their proposal that if declined for DD28, they would like their proposal to be reviewed for DD29, the proposal will be automatically considered for DD29.

Terms and Conditions for Speaking Engagements

- 1 All session content (verbal, written or visual content) must follow Digital Dealer’s “No Pitch” policy of being strictly educational, non-promotional, and non-proprietary.**
Presenters are expected to provide attendees with content that aligns with Digital Dealer’s goal of providing attendees with high-quality and forward-thinking education. Sessions should provide insight and strategies that attendees can use – regardless of whether or not they contact the presenter/company.

All session materials (i.e. videos, PowerPoint slides, presenter handouts, etc.) and talking points must be non-promotional. The following are examples of content that cannot be included in a presentation: “Company History” slides, company/product logos, screenshots of software.

Digital Dealer’s highest-rated presenters understand attendees are not there to hear a sales pitch. The best way for a presenter to make an impression is to share his/her knowledge, experience, and expertise in a way that is non-promotional and non-proprietary.

2 All presenters must agree not to advertise or solicit business in the session.

Soliciting business, advertising a product/service/company, and/or lead generation is strictly prohibited. Some examples of lead generation include the distribution of promotional material (flyer, brochure, business cards, etc.), the collection of business cards (at the door, through a raffle, etc.), and scanning attendee badges.

3 Once a proposal has been selected, changes to the session content or presenter(s) cannot be changed.

Only individuals originally listed on the proposal application and approved by Digital Dealer may present at the conference. Presenter changes (including adding or removing any presenter from a proposal/session) cannot be made after a proposal has been submitted.

If a session is accepted and any presenter(s) listed on the application is unable to attend, the presentation will be removed from the agenda. Presenters may not change the session (topic, title, subtitle, learning objections, description) information once a proposal has been submitted.

Revised proposals with new session or presenter information may be resubmitted for consideration if the application deadline has not passed; Re-submitting a proposal does not guarantee acceptance. Revised/re-submitted proposals will be treated as entirely new applications.

Digital Dealer may make edits to the submitted presenter/session information for marketing/promotional purposes. Upon acceptance, presenters are asked to review their session information on the Digital Dealer website and adjust, plan, and revise their presentation and supporting materials accordingly.

4 Presenters must conduct their presentation to fit the allotted time.

Sessions must begin and end on time. Presentations should not run short of the allotted time. Ending a session early (even only by 5 to 10 minutes) will negatively affect the speaker’s eligibility to return to Digital Dealer events.

5 All speakers agree to perform their duties in an ethical and professional manner and to the best of their professional ability.

Presenters are asked:

- ▶ Not to make discriminatory comments on race, sex or religion
- ▶ To avoid off-color jokes, sexist remarks; racial, political or religious references
- ▶ To avoid any content or behavior that may be considered offensive
- ▶ Not to use humor at the expense of any members of the audience

- ▶ Not to make disparaging remarks about their competition or other companies
- ▶ Not to interfere with session rating features/systems intended for dealership attendees. Presenters may not rate their own session.
- ▶ Not to use foul language or make derogatory comments about Digital Dealer and its properties

6 Presentation recordings and sharing of content.

Digital Dealer reserves the right to record presentations at the conference, and use/sell the recorded material for educational purposes on the Internet once the conference is over.

Digital Dealer holds the copyright to session recordings and has the option to continue to use the recording. In addition to creating an archive copy for educational purposes, possible uses of the recording could include posting/sharing the recording via the Digital Dealer website or delivery to the public via distribution partners.

Presenters receive online access to their own recorded session but may only share the recording internally with employees from their company.

Digital Dealer reserves the right to use and publish presenter materials, including slide decks and educational handouts. Presentations are generally made available to conference attendees to access while on-site at the conference or at the close of the event.

7 Speakers must submit all required materials and fulfill requests from Digital Dealer by the deadlines provided upon acceptance notification.

Presenters are required to use the Digital Dealer 28 PowerPoint template and to submit their presentation to Digital Dealer to review and approve prior to the event. Digital Dealer will provide a link to download the PowerPoint template upon acceptance.

8 Presentations are required to be entirely new for each Digital Dealer conference.

Presenting a session or content that has been presented before violates the event's Terms and Conditions. If a proposal is accepted, and later found to have been presented before, the session will be removed from the agenda.

9 Presenters may NOT present an accepted session until 30 days after the conclusion of the Digital Dealer Conference.

PLEASE NOTE:

If speaker terms or deadlines are not met,
Digital Dealer reserves the right to remove a session from the agenda.

FURTHER QUESTIONS?

If you have additional questions about submitting a speaking proposal,
please email: Speak@DigitalDealer.com.