

Call for Speakers Backgrounder



**May 30 – June 2, 2010
London, Ontario**

ARMA Canada is soliciting applications from speakers to present at the 2010 conference in London, Ontario from May 30 – June 2, 2010. London is located approximately 2.5 hours west of Toronto.

If you have an interesting idea for a quality educational presentation (case study, lecture, panel or workshop), you are invited to submit a written speaker application **by 5 PM EST on December 15, 2009**.

Your proposed presentation should have direct applicability to the roles and skill sets of potential delegates. Proposals for educational presentations addressing – but not limited to – the following are encouraged:

- RIM Programs and initiatives that demonstrate measurable impact and results
- Best practices and standards
- Technology implications for RIM
- Case studies
- Strategies for improvement and innovative approaches.

Educational presentations must be non-commercial and vendor neutral. Under no circumstances should a speaker promote a product/service or monetary self-interest in his/her presentation. The emphasis should be on applying the concept or solution presented. Delegates want real-world examples of what works and practical take-away tools/solutions.

Sessions will be presented in English. A limited number of sessions may be presented in French.

ARMA Canada, the Canadian Region of ARMA International, was established in 1968. Today there are more than 1,800 ARMA Canada members in all Canadian provinces/territories. For more information about ARMA Canada, visit www.armacanada.org.

The annual ARMA Canada conference provides an opportunity for members to expand their knowledge, meet with exhibitors, and network with their peers. Average attendance at an ARMA Canada conference continues to grow and we anticipate more than 350 delegates from a variety of professional backgrounds/levels at the 2010 conference. Conference delegates typically work in a wide variety of industries including government, not-for-profit entities, and the private sector.

Please direct inquiries about ARMA Canada 2010 conference educational presentations to the ARMA Canada Director of Program:

Sheila Taylor, CRM

staylor@condar.ca

905 – 702 – 8756

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Deadlines

The following deadlines apply for the call for speakers application and acceptance process.

Action	Deadline
Submit your Speaker Application Form	December 15, 2009 (5 PM EST)
ARMA Canada Program Director notifies each applicant	January 15, 2010
Confirmed speakers submit their presentations	April 30, 2010 (5 PM EST)

Speaker Application Form Submission Process

Submit your completed Speaker Application Form to the ARMA Canada Program Director by e-mail (staylor@condar.ca) by 5 PM EST on December 15, 2009. Late or incomplete submissions will not be considered.

You may submit more than one presentation for consideration. Please complete one form for each presentation.

Third party applications (e.g. from PR agencies, speaker bureaus, etc.) will NOT be accepted.

A receipt confirmation e-mail will be issued within 48 business hours for each application received. If you do not receive a receipt confirmation, contact Sheila Taylor (staylor@condar.ca).

Speaker Selection Process

Each complete application will be evaluated on the following criteria:

Quality of Content

- Completeness and responsiveness of application
- Well-defined, results-oriented learning objectives that can be met in the allotted time period and using the delivery format specified in the application
- Content that is challenging, in-depth, practical or cutting-edge and falls into one of the specified core competency domains
- Content that is appropriate for the core competency level specified in the application
- Innovative and new approach to current or emerging RIM issues
- Timeliness of topic

Speaker Qualifications

- Professional experience as evidenced by current position and contributions to the industry
- Expertise in the topic area
- Appropriate number of speakers (case studies, lectures and workshops are limited to 2 speakers and panels to 3 panelists plus 1 moderator for a total of 4 speakers)
- Session ratings for applicants who spoke at ARMA Canada's 2006 – 2009 conferences

You will be notified of the Program Director's decision by e-mail no later than January 15, 2010.

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Completing the Speaker Application Form

See below for instructions for completing selected sections of the Speaker Application Form.

Synopsis

Provide a concise description of the presentation in 75 – 100 words. The word limit will be enforced.

Describe the issue or problem the presentation will focus on, and how the presentation will address the problem. Outline the value of the educational offering to delegates (“what’s in it for me?”).

The synopsis should reflect the session title and the session objectives. The synopsis should not be an editorial on the topic, or an advertisement for the speaker or the topic.

Write in the second person (you) and avoid references to the speaker.

Learning Objectives

Briefly state 3 specific, measurable learning objectives that complete the following sentence, “Upon completion of this presentation, you (i.e. the delegate) will be able to . . . “

Tips for writing effective learning objectives:

- Make objectives action- or results-oriented using active words like apply, analyze, discuss, develop, examine, explore, identify, recognize, etc. – avoid passive words like learn, understand and know
- Ask yourself this question when drafting an objective: “What will a delegate be able to do after attending the presentation?” (e.g. *develop* a records retention schedule, not understand a records retention schedule)
- Make sure you can deliver on the objectives you specify!

Core Competency Domain

As stated in ARMA International’s RIM Core Competencies, “Competencies are defined as the knowledge, skills, characteristics, or traits that contribute to outstanding performance in a particular profession. They are described in a way that they can be observed, measured, and rated. Competencies move from the “what” an employee must accomplish (defined in the typical job description) to “how” the employee accomplishes the required tasks . . . Competencies create a common bond of understanding and a common language for discussing performance requirements. They also may be used to design and develop training and educational programs, position descriptions, and performance evaluation instruments.” For more information about the RIM Core Competencies or to review the knowledge and skills for each level of each domain, download a free electronic version of the core competencies at www.arma.org/bookstore/productdetail.cfm?ProductID=2276

The 5 tracks in the conference program (the leadership, and the communications & marketing domains will constitute 1 track due to meeting room constraints) will be based on the 6 domains in ARMA International’s RIM Core Competencies. Therefore, your presentation must fit into one of the domains listed below.

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Business Functions

This domain pertains to the knowledge and skills necessary to administer, implement, or maintain the non-RIM specific functions an organization performs, or needs to perform, to achieve its objectives (e.g. supervision of RIM staff, budgeting, providing customer service, identifying and mapping work processes, providing input to management, and strategic planning).

Communications & Marketing

This domain pertains to the knowledge and skills necessary to effectively exchange thoughts, messages or information by speech, writing or behaviour and to effectively champion the benefits of a RIM program within an organization. The communications and marketing domain is vital to developing successful business relationships to maximize RIM support and compliance, and promote the value of RIM principles and best practices.

Information Technology

This domain pertains to the knowledge and skills necessary to develop, maintain, and use information processing systems, software applications, and supporting hardware and networks for the processing and distribution of data. Examples of information technology tasks in this context include RIM software application selection process, reprographics and imaging equipment, establishing requirements for IT related to managing electronic repositories, and the identification of emerging technologies. As RIM is operating in an increasingly electronic and digital environment, appropriate knowledge and skills in relevant aspects of information technology are critical for RIM professionals at all competency levels.

Leadership

This domain pertains to the knowledge and skills necessary to motivate groups of people toward the achievement of RIM program goals within the context of the organization's overall goals. Effective leaders must positively influence others by using leadership skills such as guiding, motivating, and mentoring, and interpersonal skills such as empathy and sensitivity.

RIM Practices

This domain pertains to the knowledge and skills required to systematically manage records and information from creation to receipt through processing, distribution, organization, storage and retrieval, and ultimate disposition. Information is a vital organizational resource, and organizations depend on accurate, readily available information to assist in management decision-making, provide litigation support, improve organizational efficiency, document compliance with legislative and regulatory requirements, and provide historical reference.

Risk Management

This domain pertains to the knowledge and skills necessary to proactively mitigate and manage the potential for damage to or loss of records and information. Two risk management components – risk analysis, which identifies the probabilities that records and information will be damaged or lost, and risk assessment, which examines known or anticipated risk to records and information – are key concepts to systematically controlling the level of risk exposure of an organization. Additional risk management components from an operational perspective are business continuity and disaster preparedness and recovery.

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Delivery Format

Each presentation will take the form of one of the following instructional delivery formats.

- **Case study:** Case study works well for situation-specific issues and problems. A case study provides an account of an actual problem or situation an individual or group has experienced, and proposes the basic question, “What would you do?”. There should also be an opportunity at the end of the presentation for delegates to ask questions to clarify or offer comments. Recommended duration: 1 hour, 15 minutes.
- **Lecture:** A lecture provides a large amount of information in a limited amount of time and is an efficient method of providing information not readily available in print or other formats. A lecture should conclude with an opportunity for delegates to ask questions to clarify or offer comments. Recommended duration: 1 hour, 15 minutes.
- **Panel:** Panels work well for policy issues and debate. Panelists dialogue among themselves and their discussion should stimulate the audience’s thinking. Generally there is no audience discussion during a panel presentation. Recommended duration: 1 hour, 15 minutes.
- **Workshop:** A workshop typically has 2 components: a) a technical component which presents theory and b) a practical component of interactive learning involving participants in activities such as small group discussions, problem-solving and other exercises. Due to its extended length, a workshop allows for active audience participation and reflection. Highly recommended duration: 2 hours, 30 minutes (two consecutive sessions, each 1 hour and 15 minutes separated by a 15 minute refreshment/stretch break).