



CALL FOR PRESENTATIONS

January 10-12, 2024 • Kalahari Resort, Wisconsin Dells

The **2024 Electric Operations Conference & Expo** (EOCE) will feature a number of breakout sessions, and we are inviting members of the Wisconsin Utility Suppliers Association (WUSA) to submit ideas they can present to conference attendees. This will be an opportunity to showcase a product or service and share information and insights. Priority will be given to presentations that include a real-life success story featuring (and co-presented by) a Wisconsin municipal or electric cooperative utility.

To submit a proposal, please thoroughly review this document and then fill out the [online form](#).

Q: What is the deadline to submit a presentation proposal for EOCE 2024?

A: All submissions must be completed by September 29, 2023, in order to be considered for breakout presentations that will take place at the Electric Operations Conference on Thursday, January 11, 2024. Invitations to present will be sent by October 14, 2023. Presenter Letters of Agreement must be signed and returned along with photos and biographies of all presenters as well as an outline of the presentation no later than November 15, 2023. Session materials are due by January 6, 2024. Presenters must agree to pay 2024 membership dues for WUSA in order to be eligible.

Q: What topic should I submit for consideration for EOCE 2024?

A: The EOCE planning committee is looking for a wide array of topics that are innovative, engaging, inspiring, and informative for utility employees of all levels. The goal of the conference is to offer relevant, timely education and training to help attendees do their jobs more effectively and make their utility more efficient and responsive to changing trends. Conference attendees are often interested in hearing about leading practices to address common problems and emerging issues. First-hand perspectives from fellow utilities provide insight, strengthen relationships, and aid learning.

Q: What information is required within a proposal?

A: The following information is required to be considered for EOCE 2024:

- Title of Presentation
- Speaker/Presenter Information (including name, company/organization, and title). We recommend a maximum of four (4) speakers
- Presentation Description
- Learning Objectives
- Presentation Format (e.g., single speaker, demonstration, panel discussion, or some combination)
- Targeted Audience

Q: The form asks for “Learning Objectives” — what are you looking for?

A: Well-developed learning objectives are participant-oriented, observable, and measurable. Describe the skills, knowledge, and/or learning outcomes participants will be able to demonstrate as a result of the proposed workshop. (For example: At the culmination of this session, participants will be able to ...) You should describe your learning outcomes using action verbs. This information will be used by our conference organizers to promote breakout session topics.

Q: How should I describe the “targeted audience”?

A: This section should explain for whom the material is best suited. This might include front-line utility employees including meter technicians and lineworkers, as well as foremen, supervisors, or electric superintendents and managers. This information will be used to help attendees narrow their selection of which breakout session is most relevant to their role.

Q: Do I have to submit my presentation proposal online?

A: Online submission of proposals is required. We will not accept submissions sent by email, although you will be required to provide an email address at the time you complete the online submittal. All follow-up communications from EOCE organizers regarding your proposal, and ultimately session if it is selected, will be done via email. Please use an email address you check regularly.

Q: What is the review criteria for presentations?

A: All presentation proposals will be reviewed by the EOCE planning committee. Reviewers will consider the following:

- Does the topic address a current electric utility industry issue?
- Can the presented information apply to different-sized utilities and a diverse audience?
- Is the topic unique and does it include information that has not already been recently presented?
- Is the proposal description clear and concise? Will attendees be able to easily tell what to expect by reading it?
- Are the learning objectives clear and can they be met in the allotted time?
- Are the proposed speakers qualified to instruct the workshop topic?

Q: When do presentations take place?

A: Breakout sessions are planned for Thursday, January 11, 2024. While the complete conference schedule has not been confirmed at this time, workshops may begin as early as 10:00 a.m. and will run throughout the day, ending as late as 5:00 p.m. By submitting a proposal, you are making a commitment that the speakers will be available to speak at a time as assigned by EOCE organizers.

Q: If accepted, how much time will I be given to present?

A: Breakout sessions are scheduled for 45 minutes, and you should plan on 30 minutes of presentation time plus 15 minutes of audience Q-&-A.

Q: Can I promote any products or services during my presentation?

A: Audiences have told us they don't want breakout presentations to be a sales pitch. The conference sessions are generally intended to educate, not to promote specific products or services. Speakers may talk about products/services that have been used to solve a problem or address the presentation topic. Whenever possible presenters are encouraged to mention alternative products and services as well.

Q: When will I know if my presentation has been accepted for EOCE 2024?

A: The submitter will receive notification from the EOCE planners by October 14, 2023.

Q: If my proposal is accepted, will I receive any compensation for presenting at EOCE 2024?

A: No. EOCE organizers do not pay speakers for breakout presentations. Presenters are also not reimbursed for travel or hotel expenses.

Q: If my proposal is accepted, will I receive complimentary registration for EOCE 2024?

A: Submission of a proposal is a commitment to be a registered participant of the conference, either as a utility attendee or exhibitor. Breakout presenters will not receive complimentary or discounted registration for the conference.

Q: How are the breakout rooms set up? What audio/visual equipment will be available for my presentation?

A: All breakout rooms will be set theater style. A podium and head table are standard in each room for presenters. Audio/visual equipment will be provided in each room, including a projector, screen, laptop, and microphones. Any additional requests will be considered and are dependent on the availability of such resources.

Q: I am new to presenting at an event like EOCE. What is expected of me?

A: Those who pay to attend the Electric Operations Conference & Expo often make a significant investment of time and expense to take part. For these reasons, EOCE organizers work hard to ensure each and every part of the event realizes its full potential. Our members expect that presenters will:

- Prepare for their event prior to arrival.
- Demonstrate significant knowledge and expertise of the subject area and have sufficient presentation skills to effectively communicate.
- Not simply read directly from note cards or written remarks.
- Engage the audience — the greatest success you can have is to inspire your audience so they walk away buzzing with thoughts and ideas.
- Not engage in commercial presentations (or “sales pitches”) about their organization.
- Be conscious of the time limit for presentations and allow for ample time to get feedback and questions from those in the audience.