



# Electric Operations Conference & Expo

January 12 – 14, 2022 ■ Kalahari Resort, Wisconsin Dells

## CALL FOR PRESENTATIONS

The 2022 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 2022?**

A: All submissions must be completed by September 30, 2021, in order to be considered for EOCE 2022. Invitations to present will be sent by October 15, 2021. 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 December 1, 2021. Session materials are due by January 7, 2022. Presenters must agree to pay 2022 membership dues for the WUSA in order to be eligible.

### **Q: What topic should I submit for consideration for EOCE 2022?**

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 2022:

- 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: What should I provide for Learning Objectives?**

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.

**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 includes information that has not already been recently presented?
- Is the proposal description clear and concise? Will attendees easily tell what to expect by reading it?
- Are the learning objectives clear and can 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, Jan. 13. 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 typically 45 minutes in length to enable 30 minutes of presentation time and 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 2022?**

A: The submitter will receive notification from the EOCE planners by October 15, 2021.

**Q: If my proposal is accepted, will I receive any compensation for presenting at EOCE 2022?**

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 2022?**

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 is 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 and 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 event realizes its full potential. Our members expect:

- Presenters will prepare for their event prior to arrival.
- Presenters have a significant knowledge and expertise of the subject area, and have sufficient presentation skills to effectively communicate.
- Presenters will engage the audience. The greatest success you can have is to inspire your audience so they come out of the presentation buzzing with thoughts and ideas. You never get a second chance to make a first impression. Engage your audience as quickly as possible.
- Presenters will not engage in commercial presentations – or “sales pitches” – about their organization.
- Presenters will be conscious of the time limitation of their presentation and allow for ample time to get feedback and questions from those in the audience.
- Presenters will not simply read directly from note cards or written remarks.