

# 2012 Call for Presentations

## Submission Deadline-March 16, 2012

The Tennessee Health Care Association (THCA) and the Tennessee Center for Assisted Living (TNCAL) invites individuals with expertise in long-term care to submit session proposals for presentation during its annual convention, to be held at the Chattanooga Convention Center Aug. 19-22, 2012.

Benefits to speakers include:

- Opportunity to share ideas, knowledge and experience with a variety of disciplines that are well represented;
- Wonderful opportunity to network with key decision makers and front-line staff of Tennessee nursing homes and assisted care living facilities, which will ultimately increase your visibility and credibility; and
- Presenters will receive a complimentary registration to the annual convention.

## Presentation Information

***Audience:*** Educational workshops are offered for the following attendees: facility owners, corporate management, finance directors, nursing home and assisted living administrators, directors of nursing (DON), dietary managers, activity coordinators, environmental service managers, social service workers, therapists, bookkeepers, marketing/admissions managers and certified nursing assistants (CNA).

***Audiovisual Equipment and Handouts:*** With the exception of laptops, speakers are provided with the equipment needed to deliver their sessions effectively. Speakers who have LCDs should bring them for their presentations. THCA/TNCAL will post handouts on the website.

***Audience Characteristics:*** THCA/TNCAL represents almost 250 long-term care facilities and assisted care living facilities (ACLF), providing care and services to approximately 27,000 elderly and disabled patients. The convention draws approximately 1,000 attendees. The audience is experienced and knowledgeable and expects the most current information and highest quality training available.

***Session Length:*** Breakout sessions are scheduled for either one or two hours, depending on the time slot. This includes time for questions and answers.

## Submission Policies

Proposals must meet the following requirements.

- A maximum of three proposals may be submitted from a single individual or organization. Only proposals with the required attachments will be accepted.
- All proposals must be provided in a single-sided format, with no staples or binding of any kind. Do not include additional materials such as brochures or articles. Submissions will not be returned.
- Typed or computer-reproduced proposals will be accepted.

■ **Proposals must be free of any promotional or commercial content. Presenters may not use a convention presentation to market products or services; all information must be product neutral. This includes the audio-visual presentation and handouts.**

■ If selected to make a presentation, handouts are to be submitted to THCA in the required format by July 23, 2012. ***Our members appreciate handouts provided to them based on the information that is being presented, such as PowerPoint presentations.***

■ All proposals must be received by March 16, 2012. Speakers are strongly encouraged to submit their proposals via e-mail attachments. However, the association will accept them via U.S. mail. If sending a submission via e-mail, please send it to Jennifer Griffith at [jgriffith@thca.org](mailto:jgriffith@thca.org).

■ THCA/TNCAL reserves the right to modify sessions and edit descriptions.

## **Selection and Notification**

### **Proposals are reviewed for:**

- Uniqueness and applicability to current issues in the long-term care industry;
- Relevance to the needs of key constituencies;
- Use of instructional methods and organization; and
- Practical, results-oriented applications.

Individuals submitting proposals will be notified via e-mail on or before May 4, 2012, regarding results of the selection process. To ensure availability, potential speakers should tentatively reserve the convention dates – Aug. 19-22, 2012.

### **Topics of Interest:**

**Social Media/Technology**

**Leadership/Motivational**

**Better Patient Outcomes**

**Care Planning**

**Business Development/Marketing and Admissions**

**Best Practices in Nursing, Dietary, Activities, Social Work, Therapy,  
Environmental Services & Maintenance**

**Regulatory and Survey**

**Quality Measures**

**Health Care Reform and LTC**

**Activity Programming**

**Finance and Operations**

**Electronic Health Records**

### **Speaker Expenses/Honoraria**

The association selects speakers who share their expertise for the overall benefit of the long-term care profession. *THCA/TNCAL does not pay per diem, honoraria or expenses through the "Call for Presentations."* However, the convention registration

fee is waived for all speakers and there is significant industry exposure for the company throughout the convention. The registration fee includes attendance at other sessions during the convention and entrance to the trade show.

### **Contact Us**

Jennifer Griffith  
Education Manager  
[jgriffith@thca.org](mailto:jgriffith@thca.org)



**2012 Call for Presentations**  
***Submission Deadline – March 16, 2012***

A SEPARATE PROPOSAL AND LEARNER OBJECTIVE FORM MUST BE SUBMITTED FOR EACH PROPOSED PRESENTATION.

1. Contact information of person submitting proposal *(if different from speaker)*

NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_  
DATE: \_\_\_\_\_

2. SPEAKER INFORMATION

**SAME AS ABOVE**

**Please complete sections #2, #3, #4, and #9 for each additional speaker if there are multiple speakers presenting the proposed session(s).**

NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

3. Provide a one paragraph narrative bio that describes your expertise in the topic submitted. If selected, this information will be published in promotional materials and it will be used as your introduction during our annual convention.

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4. List three professional references. *(Please complete the information that follows for three professional references – from three different organizations – who could speak to your presentation style/skills as a presenter. Do not include THCA staff members as references.)*

No. 1: NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

No. 2: NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

No. 3: NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

5. This presentation proposal is submitted as a breakout: *(check one)*

**One Hour**

**Two Hours**

6. What is the **proposed title** of the breakout session? *(Should be no longer than seven words)*

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7. Who is the **target audience**? (*check all that apply*)

**Universal**

Facility Owners

Corporate Staff

Administrators

Directors of Nursing

Social Service Workers

Therapists

Bookkeepers

CNAs

Finance Directors

Dietary Managers & Staff

Activity Professionals

Environmental Managers

Marketing/Admissions

Human Resource Directors

Activity Coordinators

ACLF Directors & Staff

8. Complete the separate "Learner Objective Form" for each proposed session submitted. Proposals *will not* be accepted without this attachment.

9. Please include resume/curriculum vitae with your submission.

**Thank you for your submission!**