

CFMA's Annual Conference & Exhibition

Conference Session Proposal Sample

Important Note: *This Proposal Sample is for reference only and actual session submissions must be submitted through CFMA's Online Submission Form. Please visit www.conference.cfma.org for more information*

***Note:**

- Descriptions longer than the allowed character limit will not be saved during upload.
- If you are submitting for someone else, please log in using that person's account and email address. This ensures they are correctly listed as the speaker/author.

Presenter Information (Required)

- Name
- Company
- Title
- Contact Information (Email and Phone)
- Upload Your Profile Image
- Biography (150-1,000 Max Characters)

Presenting Experience and References (Required)

CFMA prefers prior speaking experience and below is a list of speaking experience CFMA is looking for. CFMA also selects a few presenters every year that are newer to present but have a compelling and engaging submission.

- Industry Conferences (Live or Virtual)
- Regional CFMA or Other Industry Organization Chapter Events (Live or Virtual)
- Local CFMA or Other Industry Organization Chapter Events (Live or Virtual)

Industry References (Required)

One CFMA member or industry contact who has attended your session in the last three years is required. You may submit up to three (*Name, E-mail, Phone and Relationship is required*)

Format

- Single Speaker
- Multiple Speakers (*Maximum of **two** speakers per session.*)
- Panel (*Maximum of **three panelists and one** moderator per panel session.*)

Session Type

- Mini-Conference – A session with a **maximum of two speakers** that is presented on the first two days (Saturday and Sunday) and are typically 2, 4, or 8 hours in length.
- Breakout Session – A session with a **maximum of two speakers** that focuses on a specific topic, ranges from 60 - 75 minutes, and runs concurrently with other breakout sessions.
- Roundtable Session – A session with **one speaker** that focuses on having the attendees discuss a certain topic after a brief presentation and range from 60-75 minutes and run concurrently with other sessions.
- Focused Roundtable Sessions (one speaker):
 - Small Firm Roundtable Session – A session designed for the CFOs and financial management staff of companies with revenues between **\$1 million and \$25 million** and offers a collaborative environment to exchange ideas, strategies, and best practices. Ranges from 120 - 135 minutes and run concurrently with other breakout sessions.
 - Medium Firm Roundtable Session – A session designed for the CFOs and financial management staff of companies with annual revenues between **\$25 million and \$100 million**, and offers a collaborative environment to exchange ideas, strategies, and best practices. Ranges from 120 - 135 minutes and run concurrently with other breakout sessions.

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- Large Firm Roundtable Session – A session designed for the CFOs and financial management staff of companies with revenues **over \$100 million**, and offers a collaborative environment to exchange ideas, strategies, and best practices. Ranges from 120 - 135 minutes and run concurrently with other breakout sessions.
- Panel Session– A session with a **maximum of 3 panelists and one moderator** where the panelists discuss a specific topic in front of an audience and range from 60-75 minutes and run concurrently with breakout sessions.
- General Session– A Keynote session with **one speaker** that is more seasoned/paid presenter and is 60 minutes in length.
- Power Session – A Keynote-like session with **one speaker** presented to a smaller audience that typically is more seasoned /paid presenter and is 60 minutes in length.
- Not Sure – CFMA can determine where to place the session if selected.

Topic Category

- Accounting & Finance
- Human Resources & Operations
- Leadership & Management
- Risk Management & Surety
- Technology
- Heavy Construction
- Residential
- Specialty Trade
- Other

CPE Field of Study

- Accounting
- Accounting (Governmental)
- Auditing
- Auditing (Governmental)
- Business Law
- Economics
- Finance
- Information Technology
- Management Services
- Regulatory Ethics
- Specialized Knowledge
- Statistics
- Behavioral Ethics
- Business Management & Organization
- Communications & Marketing
- Computer Software & Applications
- Personal Development
- Personnel/Human Resources
- Production

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Session Knowledge Level

Please specify the appropriate knowledge level for this session. Please Note: The planning team will follow up to ensure that the presentation is at the appropriate knowledge level.

- **Basic** – Program knowledge level most beneficial to individuals new to a skill or an attribute.
- **Intermediate** – Program knowledge level that builds on a basic program, most appropriate for individuals with detailed knowledge in an area.
- **Advance** – Program knowledge level most useful for individuals with mastery of the topic. This level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. **If your session is selected to be Advanced, CFMA will reach out with additional details with NASB guidelines.*

Session Title:

(5-55 Characters.)

Session Description:

(250-600 Characters)

Learning Objectives (Specify 3-5 learning objectives that are different from the benefits specified in the session description)

Session Flow (Optional, but strongly encouraged to assist in the session selection process)

Session Questions (Optional, not required)

If your session is selected for post-Conference On-Demand CPE credit, you will need to provide three questions with answers and remediation based on your learning objectives and content. These questions may also be converted into polling questions during your live presentation.

File Upload – If you have a completed presentation or outline to share, please include it in this section.

Session Submission Example

Session Title: What is Lean Construction? Why Should We Care?

Session Description: Many construction companies that have survived the past five years of this down market are likely already feeling lean - nothing but skin and bones! This session will enable you to:

Learning Objectives:

- Describe how the use of lean contracting techniques enhances revenue.
- Identify the importance of reducing expenses while adding value.
- Define the financial professional's role in continuous operations improvement.
- Identify how these techniques can be applied in your own organization to achieve improved results.

Session Flow The session will begin with a 10-minute outline of the benefits of using technology in the field to capture critical project data. We will then break into groups of 8-10 for attendees to share their best practices. We will then share about 2-3 examples with the entire group. We will then review the top five areas to focus on the highest value data to collect and how to collect it. We will conclude with a poll asking the attendees about what they feel the future or project data collection in the field will look like as we will capture that input and share it with the entire group.

Questions? Contact:

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