Heartland Conference
Speaker Submission Guidelines

Please review these guidelines carefully and submit the required information via the Heartland Conference speaker registration website at vgmheartland.com/speak. We reserve the right to deny any submission that is not in compliance *with Heartland Conference's Speaker Submission Guidelines.*

The following information is required when submitting a learning program for consideration for Heartland Conference.

Presentation Title
80-character count maximum

Ideal Audience
Please choose the audience that is most appropriate for your topic. We reserve the right to change the track upon submission review.

Course Description
Briefly explain what information will be covered during the presentation. Suggested word count of 100-150.

Learning Objectives (Three are required)
The single most important task when developing a learning program is to determine appropriate learning objectives that specify exactly what you want learners to be able to do at the end of the program. In other words, what are the reasons for the intended audience to participate in your program? Why are they in your classroom?

Learning objectives must be **CLEAR, CONCISE, SPECIFIC, and MEASUREABLE**. All of your program content should be driven by your objectives. VGM Education will review your proposed objectives to ensure they align with the need, ANSI/IACET standards, and sound educational principles.

> The **action verb** is the most important element of an objective. The action verb states precisely what the student will be able to do following your program.
>
> *Remember that objectives must be MEASUREABLE. This means whatever task you're going to ask the students to do, you must be able to measure how well they're able to perform that task. Many people stumble when selecting an appropriate action verb because they use verbs that can't be measured.*
>
> Page 2 of this document is a table of accepted action verbs to use when writing your learning objectives.

Please note, you will be required to review your learning objectives at the end of your presentation. Clear, concise, specific, and measurable learning objectives will help attendees review the objectives.

Bloom's Taxonomy Verbs

Use verbs aligned to Bloom's Taxonomy to create objectives that ensure your students' thinking progresses to higher levels.

Knowledge			Comprehension		
Count	List	Reproduce	Classify	Explain	Predict
Define	Match	Select	Cite	Generalize	Report
Describe	Name	Sequence	Conclude	Give examples	Restate
Draw	Quote	State	Convert	Illustrate	Review
Enumerate	Read	Tell	Describe	Interpret	Summarize
Find	Recall	View	Discuss	Locate	Trace
Identify	Recite	Write	Estimate	Paraphrase	
Label	Record				
Application			**Analysis**		
Administer	Discover	Participate	Break down	Differentiate	Outline
Articulate	Dramatize	Predict	Characterize	Discriminate	Point out
Assess	Draw	Prepare	Classify	Distinguish	Prioritize
Change	Establish	Produce	Compare	Examine	Recognize
Chart	Extend	Provide	Contrast	Focus	Research
Choose	Imitate	Relate	Correlate	Illustrate	Relate
Collect	Implement	Report	Debate	Infer	Separate
Compute	Interview	Select	Deduce	Limit	Subdivide
Construct	Include	Show	Diagram		
Contribute	Inform	Solve			
Control	Instruct	Transfer			
Demonstrate	Paint	Use			
Determine					
Develop					
Synthesize			**Evaluation**		
Adapt	Express	Perform	Appraise	Decide	Prioritize
Anticipate	Facilitate	Plan	Argue	Defend	Prove
Categorize	Formulate	Produce	Assess	Evaluate	Rank
Collaborate	Generate	Progress	Choose	Interpret	Rate
Combine	Incorporate	Propose	Compare &	Judge	Reframe
Communicate	Individualize	Rearrange	Contrast	Justify	Select
Compare	Initiate	Reconstruct	Conclude	Predict	Support
Compile	Integrate	Reinforce	Criticize		
Compose	Intervene	Reorganize	Critique		
Construct	Invent	Revise			
Contrast	Make up	Rewrite			
Create	Model	Structure			
Design	Modify	Substitute			
Develop	Negotiate	Validate			
Devise	Organize				

Speaker Bio

A brief biography is required for all those involved in instruction of the course. Bios should clearly state the presenter's qualifications for teaching the course. Please keep it around 100 words.

Chosen Presenters

If you are chosen to present at Heartland, you will be required to give more information so that CEUs can be obtained for your session. If that requested information is not received by the deadline, you will forfeit your speaking opportunity for the conference. Thank you for your cooperation and attention to deadlines so that we can offer the best education in the industry!