

We ask you to consider applying to be a Heartland Conference speaker by submitting a speaker proposal.

Since 2001, Heartland Conference has offered a remarkable lineup of education and networking opportunities targeting the needs and concerns of VGM members. The conference is known for its hospitality, connections made, and quality education provided for health care professionals.

The attendees at Heartland Conference are HME and home care industry experts as well as health care professionals working in a wide variety of roles and with all levels of experience. The educational program is designed to ensure that attendees leave each session equipped with effective strategies to achieve operational excellence in the HME industry. This is why we encourage a variety of people to be a presenter at Heartland Conference – from VGM members to vendors, industry experts, consultants, and professional speakers.

Whether you will be a first-time presenter or have years of training experience, we urge you to review the following sections that detail expectations for Heartland Conference speakers.

### **What is the Application Process and Deadline?**

- Prior to submitting, please review the Speaker Submission Guidelines.
- Applications are submitted online and must be completed by December 18, 2020.
- Selected speakers are required to sign a Speaker Agreement Form as a requirement of the accrediting bodies.

Speaker handouts will be posted on the Heartland Conference website for attendees to print or download prior to attending the conference if speakers provide handouts by the handout deadline, **June 1, 2021**.

### **How Long Are Sessions?**

The conference offers speakers a variety of types of presentations and durations:

- Half-day pre-conference sessions
- 60- and 90-minute sessions
- 60- and 90- minute panel presentations

### **How Can I Create Presentation That Appeals to Attendees?**

The Heartland audience is experienced and knowledgeable and expects the most current information and highest quality training available. Craft a speaker proposal that demonstrates a dynamic and innovative plan to disseminate information. Education should be interesting, effective, unique and memorable. We encourage use of case studies, handouts and audio/visual equipment.

We will provide audio-visual equipment needed to deliver a session effectively.

### **What is the Policy on Commercialism/Marketing/Diversity?**

Unless specifically designated, sessions must be non-commercial forums per IACET standards. Speakers should refrain from the use of brand names and specific product endorsement whenever possible. Under no circumstance should the session podium be used as a platform for direct promotion of a speaker's product, service, or for monetary self-interest.

We value the diversity of our membership and the contributions each makes to the education of all. Presenters from any podium must refrain from overt statements or pointed humor that disparages the rightful dignity and social equity of any individual or group. We will not tolerate comments of a sexual nature nor negative remarks about ethnicity, alternative lifestyles, or people who have physical or mental challenges. Profanity is prohibited.

Heartland Conference retains the right to remove a speaker from the podium or refuse future applications should we be made aware of any speaker not conforming with these policies.

### **Do Speakers Receive Complimentary Conference Registration?**

One of the most coveted speaker benefits is complimentary registration to the entire conference.

Many speakers make the most of their experience by attending the entire conference including educational programs, social events, and the exhibit hall. There is no better way to network than to sit side-by-side people in our industry at sessions and social events.

If your schedule doesn't permit you to attend the entire conference, please make plans to arrive early and stay a little late after your session. Our attendees love to engage speakers with questions, comments, and future business opportunities before and after sessions.

### **Accrediting Body Guidelines**

Every Heartland Conference speaker is required to review accrediting body guidelines, whether this be in an online course format or other materials sent to you. The content will benefit you during the creation of your presentation and handouts. The course provides information about adult learning, explains how to create learning objectives, and discusses best practices for course design and delivery.

VGM Education is accredited as an Authorized Provider (AP) by the International Association for Continuing Education and Training (IACET). With this accreditation, VGM Education is able to offer CEUs for Heartland Conference sessions by qualified instructors. As a session speaker, you become an instructor under IACET guidelines. These guidelines require us to provide instructors with the information in the course.

### **What Happens if I Commit to Presenting but Later Must Cancel?**

Speakers are selected based upon their credentials, experience and knowledge of the topic submitted. All speakers must be approved by the Heartland Committee, therefore, please list all potential speakers on this application. If you desire to add an additional presenter to your program after submission, prior approval will also be necessary.

Should a speaker need to cancel, the company with whom they were employed at time of selection may recommend an alternative speaker subject to the approval of the Heartland Committee.

**May I Submit a Written Proposal?**

All proposal must be submitted using the online form and must be fully completed. Applicants not using this form will not be reviewed. Applications received online will receive a receipt confirmation via email.

If you would like to speak at Heartland Conference 2021, please do not delay: proposals are due on December 18, 2020.

If you have additional questions, please call the Heartland Education Pillar, Kayla Mahler, at 855-458-6972 or email [kayla.mahler@vgm.com](mailto:kayla.mahler@vgm.com).

We look forward to your role in continuing our long-standing tradition of providing outstanding educational opportunities to attendees of Heartland Conference!