



## Digital Dealer Call for Speaking Proposals (CFP) Guide

Digital Dealer Conference & Expo, a 2.5-day event held annually in Las Vegas, is seeking knowledgeable and engaging presenters to bring actionable insights to automotive dealership professionals by leading educational sessions in one of the three conference tracks: Dealer Ops & Leadership, Marketing & Advertising, or Sales & Variable Ops at the upcoming show in 2024.

Please review this document in its entirety before you submit your proposal. It contains the following:

- ▶ [Key Requirements](#)
- ▶ [Session Development](#)
- ▶ [Action-Focused Takeaways](#)
- ▶ [Important Dates and Deadlines](#)
- ▶ [FAQs](#)
- ▶ [Terms and Conditions](#)

### Key Requirements for Submitting a Proposal

- ▶ **Sessions must be entirely new and presented for the first time at Digital Dealer.**

Presenters may not repeat content that has been presented before.

- ▶ **Only educational and non-promotional sessions are permitted.**

Promotional content related to an individual's product, company, and/or services violates the conference's "no-pitch" policy.

- ▶ **Incomplete proposals will not be accepted.** All requested information and materials (Teaser Video, Headshot Photo, etc.) listed on the proposal document are required to be submitted together.

- ▶ **Session details, as well as information and materials for all presenters (headshot, bio), must be 100% finalized and included in the proposal submission.** For panel presentations, this includes confirmations of the moderator and all participating panelists. Sessions are selected based on the content as well as the speaker's presentation skills, background, and expertise. Presenter or session content changes will not be accepted after a proposal has been submitted.

### Session Development

Digital Dealer education sessions are learning experiences first and foremost, and as such must be non-promotional in content and delivery. Your primary goal should be the attendee's learning experience rather than a showcase for your ideas, products, and services. You will gain exposure to those things by providing something tangible for participants to take away. The more you can put yourself in their place in developing your session, the better your chances will be of being selected and receiving positive feedback from attendees.

- ▶ When developing your proposal submission, make sure the content is informative and relevant, with clear and immediate application to the learner's work. Consider including interactive or hands-on methods to support learning within the conference session framework.
- ▶ **How you plan to deliver your session is as important as the content.** Give a detailed methodology in your application. Remember that this is a learning experience. Even if you are a seasoned trainer or facilitator, spend some time researching and practicing some of the key strategies for facilitating

learning. Please note that slides and any supplemental materials will be provided electronically via the conference app and online. Your cooperation in providing these in a timely manner will be essential. Attendee experience is enhanced when speakers provide access to their presentation and materials electronically.

## Action-Focused Takeaways

The reason Digital Dealer puts so much emphasis on how you write your takeaways/learning objectives is to strongly encourage you to think deeply about the session you are delivering. Digital Dealer sessions are top of-the-line in terms of content, delivery, and applicability for the learner. **Session participants evaluate sessions positively or negatively according to how much they can use the information in their day-to-day work.**

If you follow the tips below for writing your learning objectives and develop your session accordingly, you will have a premier offering! Your learning objectives help participants select sessions that are relevant to their needs.

1. Limit learning objectives to three which answer one or both of these questions:
  - **How will the participants be able to take action on the information from your session back to their job?**
  - **What results will they be able to produce because they came to your session?**
2. To make learning objectives application-focused begin your objective with action words like **apply, analyze, develop, examine, assess, and evaluate**.
  - Avoid using these words: identify, explore, discuss, or describe. Go for a deeper skill level. For example:
    - Correct: **Apply** the five-step communication model in your organization.
    - Incorrect: **Discuss** a five-step communication model.
3. Avoid passive words like **learn, understand, and know** and extra words like **learn creative techniques to design** or **determine how to analyze**. Go right to the action word: **Design, Analyze,** etc. for the lead in. For example:
  - Correct: **Design** creative learning experiences.
  - Incorrect: **Learn** creative techniques to design learning experiences.
4. Make sure that your objectives are achievable. What will they really be able to do as a result of attending your session?

## Important Dates and Deadlines

Digital Dealer is accepting speaking proposals for Las Vegas 2024! Please review the dates below and indicate your preferred show location on your proposal submission.

Call for Proposals Closes: March 12, 2024

*Please note: Due to the high volume, only selected applicants will be notified by **May 3, 2024**.*

## Applicant FAQs

### How can I prepare a strong proposal?

- ▶ **Select a unique, relevant, and timely topic that addresses a problem area or outlines a growth opportunity for dealerships.** Avoid topics that are over-saturated, recycled, based on outdated data, or against best practices.
- ▶ **Prepare a session title that is fresh, descriptive, and catchy – but not misleading.** Session titles should accurately represent the content outlined in the proposal. The title should stand alone and be detailed enough for attendees to get an idea of what the session would cover – before they even read the description. Avoid vague titles such as “How to get more leads.”
- ▶ **Focus on ‘how-to’ rather than ‘why.’** Sessions should provide attendees with an action plan/to-do list of ideas and strategies, as well as the actual steps to implement those items upon returning to their dealership.
- ▶ **Avoid being vague, and provide clear, concise information without “fluff.”** Your title, subtitle, session description, and primary learning objectives should include specific details. Your description should explain the topic area that will be covered, provide background on the problem/issue at hand, state how your presentation can address that need/opportunity, and takeaways for attendees.
- ▶ **Avoid session proposals that provide high-level overviews of subject matter.** Focus on in-depth, deep dives (rather than just scratching the surface). Advanced sessions are preferred over fundamental/intermediate sessions.
- ▶ **Strictly follow the “no-pitch” policy.** Do not mention or show any content on your product, services, and/or company. Demonstrating unbiased insight and providing truly valuable knowledge and tactics that attendees can implement immediately upon return to their dealership shows that you respect their time and are there to help them, which is the best way to showcase your business.
- ▶ **Do not neglect the teaser video.** Digital Dealer’s advisory panel factors the teaser video into their proposal decision.
- ▶ **We are seeking diversity.** Societal blind spots and biases have led to disparities across every industry. As part of a growing commitment to dispel these gaps, Digital Dealer is intentionally broadening our speaker lineup to amplify the often overlooked and underrepresented voices within the automotive industry.

### What is the timeline for the proposal process?

The call for proposals for Digital Dealer Las Vegas will close on **March 12, 2024**. Due to the high volume, only selected applicants will be notified by **May 3, 2024**.

### What is a teaser video? What are the requirements? How will it be used?

Each speaking proposal must include a 60-second teaser video of the speaker introducing themselves by name only (not including the proposed session title), followed by a brief session overview that highlights the key concepts and strategies that will be covered, as well as what results or benefits dealership professionals can expect as a result of attending the presentation.

Teaser videos are used in the following ways:

- ▶ Factored into the acceptance decision (videos provide insight into an applicant’s ability to deliver a clear, valuable, non-promotional, and engaging message)

- ▶ For marketing purposes (if a session is accepted, the video may be shared on Digital Dealer’s website, social media pages, etc.)

Teaser videos should be:

- ▶ Educational and non-promotional (no logos or company/product mentions). Proposals are considered incomplete if the video file includes promotional material.
- ▶ 60-seconds shot horizontally (no vertical videos accepted).
- ▶ Uploaded to YouTube as “unlisted.” You will list the URL on your proposal.
- ▶ Professional (make sure the audio is turned up, lighting is good, the camera is steady, and the background looks appropriate for a video).

Check out a [sample teaser video here!](#)

### **Can I repeat a session I presented before?**

No, sessions are required to be presented for the first time at Digital Dealer.

### **How many sessions can I submit?**

An applicant/company may submit up to two proposals, but it is extremely unlikely for more than one proposal/speaker per company to get accepted for the same Digital Dealer conference.

### **I received an invitation to submit a proposal. Does this mean I am speaking at the show?**

No, our call for speakers is only an invitation to submit a proposal for consideration. The invitation is not a guarantee that your proposal will be selected. If your attendance at the conference is contingent upon your ability to present, please refrain from booking hotel accommodations or travel until you have been notified that your proposal was accepted.

### **Is there a fee to apply or to speak? Will I have to purchase a pass to the event?**

There is no fee to submit a proposal or to speak at the conference. Presenters will receive complimentary passes valid for the entire length of the event. Any additional passes for spouses or staff members must be purchased at the current registration rate.

### **Will my travel/hotel accommodations be reimbursed if I am selected to present?**

No, expenses will not be reimbursed. Presenters are responsible for their expenses (hotel, meals, airfare, ground transportation, etc.).

### **What happens after submitting a speaking proposal?**

Proposals are reviewed by Digital Dealer’s advisory panel to identify which submissions best meet the event’s guidelines, criteria, & objectives. Accepted proposals will be notified via email by **May 3, 2024**.

***Please Note:** Due to the large influx of email inquiries and applications, Digital Dealer is unable to respond to each one personally or provide status updates on proposal submissions.*

### **Why would a strong proposal get declined?**

If your proposal is declined, please understand that there are a variety of factors that may have contributed to your proposal topic not being selected. Digital Dealer receives a large number of submissions in each category (many even on similar topics), but there are a limited number of sessions accepted per category.

Digital Dealer must pay attention to several other factors, including educational feedback from our dealer audience, how many return speakers per event, or if there were too many similar topics covered at prior events.

## **Can I receive specific feedback on why a submitted proposal was declined?**

Digital Dealer's Review Policy does not permit proposal feedback to be released on proposal decisions. If your proposal is not selected, please understand that for the reasons mentioned above, Digital Dealer often must turn away very strong proposals and presenters.

## **Terms and Conditions for Speaking Engagements**

**All session content (verbal, written, or visual content) must follow Digital Dealer's "No Pitch" policy of being strictly educational, non-promotional, and non-proprietary.**

All session materials (i.e. videos, PowerPoint slides, presenter handouts, and session recordings) and talking points must be non-promotional. **The following are examples of content that cannot be included in a presentation: "Company History" slides, company or product logos, screenshots of software.**

Presenters are expected to provide attendees with content that aligns with Digital Dealer's goal of providing attendees with high-quality and forward-thinking education. Sessions should provide insight and strategies that attendees can apply at their dealership.

Digital Dealer's highest-rated presenters understand attendees are not there to hear a sales pitch. The best way for a presenter to make an impression is to share their knowledge, experience, and expertise in a way that is non-promotional.

**All presenters must agree not to advertise or solicit business in the session.**

Soliciting business, advertising a product/service/company, and/or lead generation is strictly prohibited. Some examples of lead generation include the distribution of promotional material (flyer, brochure, business cards, etc.), the collection of business cards (at the door, through a raffle, etc.), and scanning attendee badges.

**Once a proposal is selected, session content or presenter(s) cannot be changed.**

Only individuals originally listed on the proposal application and approved by Digital Dealer may present at the conference. Presenter changes (including adding or removing any presenter from a proposal/session) and/or session information (topic, title, subtitle, learning objectives, description) cannot be changed once a proposal has been submitted.

**Digital Dealer may make edits to the submitted session information for promotional purposes.**

Upon acceptance, presenters are asked to review their session information on the Digital Dealer website and adjust their presentation and supporting materials accordingly.

**Presenters must conduct their presentation to fit the allotted time.**

Sessions must begin and end on time. Presentations should not run short of the allotted time. Ending a session early (even only by 5 to 10 minutes) will negatively affect the speaker's eligibility to return to future Digital Dealer events.

**Speakers must submit all required materials and fulfill requests from Digital Dealer by the deadlines provided upon acceptance notification.**

- ▶ Presenters are required to use the Digital Dealer PowerPoint template and to submit their presentation to Digital Dealer to review and approve prior to the event. Digital Dealer will provide the PowerPoint template upon acceptance.

- ▶ Once the PowerPoint Presentation is reviewed, the presenter will pre-record their session and submit to Digital Dealer by the appropriate deadline listed for Tampa or Las Vegas. Failure to provide the required materials may negatively affect the speaker's eligibility to return to Digital Dealer events.

**Presentation recordings and sharing of content:**

Digital Dealer reserves the right to record presentations at the conference and use/sell the recorded material for educational purposes on the Internet once the conference is over.

Digital Dealer holds the copyright to session recordings and has the option to continue to use the recording. In addition to creating an archive copy for educational purposes, possible uses of the recording could include sharing the recording via the Digital Dealer website, eLearning platform, or delivery to the public via distribution partners.

Presenters receive online access to their own recorded session but may only share the recording internally with employees from their company.

Digital Dealer reserves the right to use and publish presenter materials, including slide decks and educational handouts. Presentations are generally made available to conference attendees to access through the mobile app while on-site at the conference and at the close of the event.

***PLEASE NOTE:*** *If speaker terms or deadlines are not met, Digital Dealer reserves the right to remove a session from the agenda.*

***Further questions?***

*If you have additional questions about submitting a speaking proposal, please email [Speak@DigitalDealer.com](mailto:Speak@DigitalDealer.com)*