



October 25-28, 2008



**Confab: The Conference for Successful Consultants ...  
and Those Who Want To Be.**

## CALL FOR PRESENTERS, WORKSHOPS & PANELISTS

**Confab 2008 – October 25 - 28**  
**Theme - Mastering the Art of Consulting**

Now celebrating our 31st anniversary, Confab has grown from an intimate gathering of a handful of consultants to several hundred participants. Confab provides a rare opportunity to learn, network, and share practical knowledge with other professionals. The Reno, Nevada conference held at the Silver Legacy Casino and Resort boasts a 4-day agenda attended by several hundred consultant participants, exhibitors, and industry experts from across the U.S. and beyond.

Participants are at all stages of their consulting practice. In the last few years, the mix of consultants was evenly split between those just launching their practice, those who were building their businesses, and those who were refining or looking to renew their practices.

To be successful, consultants must build on the best of the current and transition to the trends of the future. Our market place is changing, our marketing and delivery methodologies are changing, and our clients' generational perspectives are changing.

Yet the basics of consulting and our desire and need to provide value to our clients stay the same.

Confab is committed to delivering a highly interactive consultants' conference complete with cutting edge knowledge, effective tactics, and inspiring ideas that are guaranteed to enrich the practices and lives of consultants at all stages of their career.

Our vision for this year's 31<sup>st</sup> Confab is to build on the best of the past while delivering new experiences and ways to change for the better. We want participants to feel they were engaged AND enriched – because they attended dynamic and unique sessions. We want participants to come away with an enthusiasm and excitement because they heard from the best.

**Submission Deadline: March 31, 2008**

[www.ConfabUSA.org](http://www.ConfabUSA.org)

[Programs@confabusa.org](mailto:Programs@confabusa.org)



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Are you an experienced and energizing speaker? Do you have the expertise to showcase the most effective tactics & strategies for practice development, growth, and delivery? Does your speaking or workshop repertoire address the current trends and challenges facing consultants today and in the future? Do you have passion for a topic that inspires or enriches the practices and lives of consultants?

If YOU can offer an extraordinary experience, then we want you! We are looking for speakers, workshop presenters, and panelists who can 'wow' consultants at the 31st Confab held in Reno, Nevada on October 25 -28th.

If this sounds like you, go to [www.Confabusa.org](http://www.Confabusa.org) or [www.imcusa.org](http://www.imcusa.org) to download and fill out the Application for Presenters/Workshops. Check out the Topic Thought Starters at these web sites for topic ideas.

If you have any questions about Confab 2008 or are having problems downloading the forms and information sheets, please contact Don Scellato CMC, 2008 Confab Program Chair at [DonS72@aol.com](mailto:DonS72@aol.com).

### **Why Should You Present?**

Consider these win/win advantages:

- Add to your professional credibility, increase your visibility, and gain new expertise.
- Opportunity to positively impact hundreds of consultants working with business owners, leaders, movers and shakers.
- Create a consulting 'aha' or educational moment by enriching others through your knowledge, your personality, and your passion.
- Opportunity to support your profession.

### **Confab Speaker, Presenter, Panelists Benefits**

- Listing in the Confab Conference publications that will be widely distributed to numerous professional organizations.
- Listing on the Confab web-site, including one link to your own Web-site.
- Listing in Confab Conference Directory of Attendees & Speakers.
- Access to promotional materials for distribution to your professional network.

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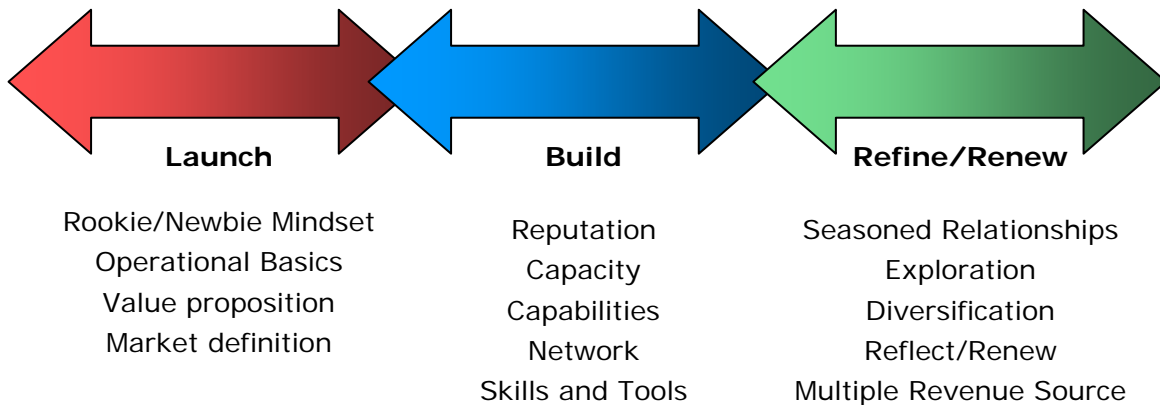
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- Complimentary professional audio taping of your session provided to you on DVD/CD at no cost.
- An excellent opportunity to share your knowledge and experiences with 200 or more of your peers.
- Ability to sell or promote your materials (at Confab sales table outside of your session).
- A summary of feedback provided by session attendees.
- Nonstop networking opportunities with experienced, professional and successful consultants.
- There will be a table for you to display your brochures and other materials and review those offered by other attendees.

**Hurry! Proposals are due by March 31, 2008.**

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### Stage #1 – Launch

Whether starting a new practice or beginning a career in consulting, this stage is geared to the newer consultant. Definition is critical: defining value propositions and target markets, initial marketing and business plans, and securing an initial base of clients. Consultants in this stage have technical expertise but may not have the business experience (or even yet the mindset) to be entrepreneurs or consultants.

### Stage #2 – Build

This stage is focused on building and expanding a client base, market penetration, and revenues. Often consultants are creating a network of fellow consultants, mentors, and advisors. Business relationships develop, creating mutually beneficial referrals. Consultants reach beyond their personal focus and expertise towards developing alliances, partnerships, sub-contractor and employee relationships. Skills are further developed and new tools are mastered in this stage.

### Stage #3 – Refine

Consultants in this stage have typically developed a specific client base. They look to refine and renew these seasoned and long-standing relationships. They are exploring new ways of being of service and diversifying – to clients, new markets and beyond consulting. They are developing new services or territories, and building new revenue streams. They are focused on fine-tuning their practice and exploring new and different ways of approaching their work.

### All Stages – Enrich

Consultants are a curious lot! Part of what makes them tick is their desire to enrich others through their knowledge and expertise and to grow personally and professionally. They themselves enjoy learning and sharing, being of service, and having a balanced, full life with a

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sense of well-being. They want to enrich their lives, their spirit, and their practices through enhancing their own knowledge and expertise.

### Time-Table for Presenters

Item	Activity	Deadline
1	Speaker application available on IMC USA ( <a href="http://www.imcusa.org">www.imcusa.org</a> ) and Confab ( <a href="http://www.confab.org">www.confab.org</a> ) web sites.	3/7/08
<b>3</b>	<b>Deadline for receipt of speaker applications</b>	<b>3/31/08</b>
4	Acknowledge receipt of speaker applications	4/8/08
5	Complete contact of all references and conduct speaker interviews	4/18/08
6	Complete speaker selection	4/19/08
7	Tentatively schedule speaker times and venues	4/28/08
8	Notify accepted speakers, confirm ability to attend, presentation times, and venues	4/30/08
9	Notify speaker candidates who have not been accepted	5/2/08
10	Provides speaker's guide to accepted speakers	5/15/08
11	Assign host to each speaker	7/31/08
12	Introduce hosts to speakers	7/31/08
<b>13</b>	<b>Soft copy presentations due to Confab Program committee</b>	<b>8/15/08</b>
14	Confirm venues, A/V needs, etc.	8/22/08

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### **Selection Criteria for Speakers, Presenters, Panelists**

- Only fully complete applications with presentation outlines (for presentations and workshops) will be considered. These must be received **on or before March 31, 2008**.
- Content must be:
  - Clearly focused on a specific practice stage (Launch, Build, Refine/Renew) or fall under the 'Enrich' category that cuts across all stages. Depth of topic is preferred to breadth.
  - Aligned with the conference theme – 'The Journey – A Remarkable Experience'.
  - Well defined with a realistic learning objective or value that can be met within the allotted 75 minute time frame.
  - Support, directly or indirectly, the IMC USA mission "*to promote excellence and ethics among management consultants*".
- Reference verification that speaker is energetic, professional, and has the ability to engage the audience with timely, actionable information.
- WOW factor – does the topic enrich, engage, inspire?

Note: Acceptance of an application does not imply or guarantee acceptance or participation as a speaker. A maximum of three proposals per speaker will be accepted and reviewed.

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**Accepted Confab Speakers, Presenters, and Panelist will be asked to agree to:**

- Be responsive to Confab Program Committee and conference organizers and meet all deadlines.
- Provide for your own travel and lodging expenses.
- Agree to edits and/or revision requests to ensure alignment of submitted presentation materials with your submitted learning objective and practice stage, style guidelines, and practice stage focus.
- Provide a professional quality photograph for use in conference promotion.
- Deliver the presentation materials as submitted for the CD/DVD
- Electronically sign the Terms of Engagement agreement.
- Attend a great conference, meet and learn from hundreds of professionals, and have a fabulous time.

**Selling Your Products or Services at Confab**

**Direct selling or promotion of products and services for sale during any presentation, workshop, or panel is strictly forbidden.**

We encourage presenters/speakers/panelists to sell their books and materials at the Confab bookstore (sales table) at no additional cost.

Exhibit booth space and advertising opportunities are available for purchase to individuals, presenters, and organizations interested in selling products or services. No special consideration will be given to presentation applicants who are also exhibiting or advertising. For more information on exhibit booth space or advertising contact Norm Eckstein, Confab Chair, at (312) 649-6770 or [norm@ecksteinconsult.com](mailto:norm@ecksteinconsult.com).

Still Have Questions?

Email us at [Programs@confabusa.org](mailto:Programs@confabusa.org)

Applications are available at [www.confabusa.org](http://www.confabusa.org) and [www.imcusa.org](http://www.imcusa.org)

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