



# American Staffing Association

## Call for Subject Matter Experts 2012

Can you offer solutions for challenges facing today's staffing firms? The American Staffing Association is looking for staffing industry professionals to share their experience and expertise through published articles and presentations. ASA is also looking for professionals in business, work force, workplace management, and other disciplines pertinent to the staffing industry.

This call for subject matter experts is for all ASA events and publications—*ASAPro* Webinars and *Staffing Success* magazine.

**Please select the area your submission is for—you may select more than one.**

***ASAPro* Webinars**

*ASAPro* Webinars are 60- and 90-minute online educational programs that cover a wide range of industry topics—sales, recruiting, employment law, and operations—pertinent to all areas of staffing. Staffing company offices participate by listening to the presenter through computer speakers or a conference line and watching an interactive PowerPoint presentation on the Web. Suggested outlines to help with your planning purposes can be found below.

**Deadline for submission is on-going for 2012 consideration.**

**ASA Publications**

*Staffing Success* is the full-color, bimonthly magazine of the American Staffing Association. It includes feature articles on topics of interest to staffing industry professionals.

**Submissions are accepted on an ongoing basis for consideration.**

### **Additional Information**

If selected for an *ASAPro* Webinar, speaker must grant permission to have the session recorded and allow electronic versions of handouts and recordings of his or her session to be distributed for purchase. Confirmed speakers will also be asked to provide a detailed content outline to facilitate tight content development, flow, and successful execution.

ASA has minimal capabilities to offer honorariums. The majority of presenters are volunteer industry leaders and subject matter experts who value the opportunity to present to the staffing industry.

ASA will not review hard copy materials or DVDs. Any information submitted in hard copy form (DVDs/videotapes) will become property of ASA and not returned to sender.



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## Submission Instructions— ASAPro Webinars

For consideration, provide the following information. **If ASA does not receive detailed content for items one through five, ASA cannot consider your proposal.** See pages 5-9 for 60-, 75-, 90-, and 120-minute workshop outlines for you to fill out to begin this process. You are not required to submit an outline with your submission.

1. Speaker's contact information, including address, phone, fax, e-mail, and Web site. If person providing this information is someone other than the speaker, note the difference and specify who should serve as the primary contact with ASA.
2. Whether the company is a member of ASA.
3. Proposed session title(s).
4. Proposed session description(s) and topic(s). Include a descriptive paragraph of **at least 150 words** and indicate the session content and learning area (pick from learning areas below). Be as specific as possible and explain why the topic is an important one to staffing professionals. Note: This copy will be used as the basis for marketing material if you are selected as a presenter. Use language that will entice attendees to choose your workshop.
5. At least four specific learning objectives of the proposed session(s). ("By the end of this session, attendees will be able to..." or "...attendees will know how to..." etc.)
6. Target audience(s). Please indicate whether this presentation will be best received by those who categorize themselves as entry level, intermediate, or advanced.
7. Speaker's professional biography, including credentials, and company background (75 words minimum). If speaker is selected, portions may be used in ASA marketing material. Be succinct, but for clarity, be sure to spell out any abbreviations. Curricula vitae and résumés may be included but should not be considered replacements for the speaker's biography.
8. Whether the speaker has given this presentation at another conference. If so, provide name of conference and date.
9. Whether the speaker has given presentations to ASA-affiliated chapters or to staffing companies. If so, provide details.
10. Whether the speaker has a staffing industry background. If so, describe.
11. Speaker's method of customization (include questionnaire, if used).
12. If available, provide a link to a video clip of speaker giving a presentation.
13. *For ASAPro Webinars*—If speaker has never presented at an ASA education event, three references for ASA to contact with questions.

## Learning Areas 2012

- Executive and work force management issues
- Health care staffing
- Industrial staffing
- Operations and staff development
- Professional staffing
- Recruiting, placement, and direct hire
- Sales and business development
- Technical, IT, and scientific staffing

E-mail all materials to [asasubmissions@americanstaffing.net](mailto:asasubmissions@americanstaffing.net) or fax to 866-324-2296. If you have questions, contact ASA at 703-253-2020 or [speakers@americanstaffing.net](mailto:speakers@americanstaffing.net).



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**Submission Instructions—  
ASA Publications**

To submit an article proposal, please send an outline and 100-word abstract to [asasubmissions@americanstaffing.net](mailto:asasubmissions@americanstaffing.net).



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## **Suggested 60-Minute ASAPro Webinar Outline**

Proposed Title(s):

Speaker(s):

Introduction—ASA volunteer	5 minutes
Presentation by speaker (key topics to touch on)	20 minutes
▪	
▪	
▪	
Immediate takeaways from first half of presentation	
▪	
▪	
▪	
Q&A break	5 minutes
Presentation continues (key topics to touch on)	20 minutes
▪	
▪	
▪	
Immediate takeaways from second half of presentation	
▪	
▪	
▪	
Final Q&A break	10 minutes
Conclusion	>3 minutes

Proposed Session Description:



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## **Suggested 90-Minute ASAPro Webinar Outline**

Proposed Title(s):

Speaker(s):

Introduction—ASA volunteer	5 minutes
Presentation by speaker (key topics to touch on)	30 minutes
▪	
▪	
▪	
Immediate takeaways from first half of presentation	
▪	
▪	
▪	
Q&A break	10 minutes
Presentation continues (key topics to touch on)	30 minutes
▪	
▪	
▪	
Immediate takeaways from second half of presentation	
▪	
▪	
▪	
Final Q&A break	15 minutes
Conclusion	>3 minutes

Proposed Session Description: