

2020 WE Local India Call for Participation (CFP) GUIDELINES & BEST PRACTICES

PURPOSE: The purpose of this document is to (1) identify best practices for completing the WE Local India CFP proposal, (2) present the criteria used in reviewing each proposal, and (3) explain the required CFP questions.

DIRECTIONS: Read the guidelines and recommendations provided below prior to beginning the online CFP submission. Changes cannot be made once the CFP closes. It is recommended that you prepare your proposal in Microsoft Word before entering the online portal so you can proofread and save a copy of it.

ABOUT THE CONFERENCE

WE Local is a Society of Women Engineers (SWE) program that brings together participants in all stages of their collegiate and professional journey. The program hosts conferences around the globe so engineers can connect through professional development workshops, inspirational speakers, networking opportunities and outreach activities. The 2020 WE Local India conference will take place 2-4 April in Bengaluru.

SWE is expecting up to 800 attendees and there will be four breakout sessions happening at any given time. Attendees vary from collegiate (undergraduate and graduate) to retired professionals. Most attendees have 5-15 years of professional working experience. It is impossible to predict exactly how many participants may attend your session and who they will be, so be prepared to address several audiences.

IMPORTANT DATES

CFP Submission Deadline: Thursday, 31 October 2019 at 23:59 Central Standard Time

Notification of Acceptance/Denial: By Friday, 13 December 2019

TIPS AND BEST PRACTICES

- There is a high demand for technical content. Sessions related to technology will make up a larger proportion of the conference program.
- Be sure that your description and learning outcomes are submitted in their final state. Learners expect your session to reflect the description and learning outcomes that were submitted.
- It is common for SWE to receive multiple proposals on the same topic. Be sure that the description shares your unique take on the subject matter.
- Your proposal is more likely to be selected if you do not include company names in the title and description. Including your company name flags your session as a “sales pitch.”
- To provide a diverse exposure to speakers, a speaker will only be selected for one session, when possible (panel discussions may present special cases).
- Focus on practical solutions, strategies, and/or techniques that learners can easily apply.

- Keep in mind that each proposal is scored based on the following questions and points scale.



SESSION FORMAT

1. SESSION FORMAT*

Select the format that provides a high-quality learning experience to achieve your learning outcomes. To the adult learner, the delivery method is as important as the content.

(Not graded/ 0-point).

- **LECTURE/WORKSHOP PRESENTATION: (60 minutes):** Lectures are the standard conference session type where subject matter experts (SMEs) share an overview and best practices on an identified topic to a large session, so there are minimal group discussions.
- **PANEL DISCUSSION (60 minutes):** Panel discussions are designed to provide opportunities to learn from multiple SMEs on their past experiences and personal views on identified topics or themes.
- **LIGHTNING TALK (30 minutes):** Lightning talks are short, thought-provoking presentations lasting only 30 minutes, including time for Q&A. SWE typically schedules 2-3 talks in a row – this grouping is called a block. Lightning talks are arranged into blocks according to identified themes.
- **POSTER SUBMISSION:** Posters are high-level representations of current research and technologies presented through tables, graphs, text, pictures, and other formats. Posters are printed and displayed at the conference to promote lively exchange of ideas among all participants. At the conference, there will be designated times when the participants view the posters and interact with the author(s). SWE will provide a recommended template and best practices for selected poster proposals. A person should be able to read through your poster in 5-10 minutes.

SESSION CONTENT: SESSIONS ARE SELECTED BASED ON THE FOLLOWING QUESTIONS/SCORES

2. SESSION TITLE*, 10 word limit

The title is concise and captures interest (7 points).

3. SESSION DESCRIPTION*, 150-word limit

The description is concise, relevant, focused, interesting and/or compelling, and highlights unique content. The description doesn't just explain the topic of your talk, but also describes what attendees should expect to get out of it (7 points).

4. LEARNING OUTCOMES*

Learning outcomes describe how learners will apply the information to their jobs or career planning. Each session is evaluated based on the three clear and achievable learning outcomes (7 points) that are linked to the topic in the description (7 points).

To help with writing your learning outcomes, use the verbs listed in Table 1. It is also helpful to complete the sentence, “By the end of the session, participants should be able to ...”

- Learning Outcome (1)
- Learning Outcome (2)
- Learning Outcome (3)

TABLE 1: BLOOM’S TAXONOMY ACTION VERBS

KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Arrange	Classify	Apply Change	Analyze	Arrange	Assess
Define	Convert	Choose	Appraise	Categorize	Choose
Describe	Describe	Demonstrate	Calculate	Combine	Compare
Duplicate	Discuss	Discover	Categorize	Compose	Conclude
Identify List	Distinguish	Illustrate	Compare	Create	Contrast
Memorize	Estimate	Modify	Contrast	Design	Describe
Name	Explain	Practice	Differentiate	Develop	Estimate
Outline	Express	Predict	Examine	Devise	Evaluate
Recognize	Locate	Prepare	Experiment	Explain	Explain
Recall	Predict	Produce	Identify	Generate	Interpret
Repeat	Recognize	Relate	Illustrate	Plan	Relate
Reproduce	Rewrite	Solve	Model	Prepare	Predict Rate
State	Review	Write	Outline	Summarize	Summarize
	Summarize		Select	Write	

LEARNING PATHS: SELECT THE TRACK, SPECIALIZED AREA OF FOCUS AND CAREER LEVEL

TRACKS

1. Excellence & Breakthroughs in Technology
2. Leadership & Career Development
3. Power of Inclusion

SPECIALIZED AREAS OF FOCUS

1. Entrepreneurship
2. Outreach



3. Small Business
4. STEM Re-Entry
5. SWE Leadership
6. Women in Academia
7. Women in Government & Military

CAREER LEVELS

1. Collegians & Graduate Students
2. Early Career Professionals
3. Mid-Career Professionals
4. Experienced Career Professionals
5. Retired

5. TRACKS*

Identify the track that most closely relates to the subject matter of your proposal. (Not graded/ 0-point).

EXCELLENCE & BREAKTHROUGHS IN TECHNOLOGY

This track evaluates technology trends in engineering, including innovative and disruptive technologies. Thought leaders from a variety of disciplines will discuss:

- Identifying techniques and best practices to assist with being more innovative and competitive.
- Best practices for being an effective leader of innovative initiatives.
- Emerging technologies.

Examples from past conferences include Machine Learning, Deep Learning, Data Analytics, IoT, Artificial Intelligence, Mobile Robotics, Automation, Advanced Mobility Solutions, Smart Devices, VLSI, Semiconductor, Embedded Systems, Additive Manufacturing & 3D Printing, and Industrial Sustainability & Optimization.

LEADERSHIP & CAREER DEVELOPMENT

This track presents tools and best practices to assist women in STEM to manage and advance their careers. Examples of topics within this track include:

- Develop techniques to manage professional transitions.
- Identify best practices for successful professional relationships.
- Recognize techniques for effective communication in the workplace.
- Develop wellness strategies.
- Self-reflection and assessment through recognizing strengths and weaknesses, seeking feedback from others, and learning from failure.
- Aspects of organizational behavior, market structure and forces, and organizational design.
- Techniques to develop a greater capacity to grow as a professional by exploring the character and challenges of successful women leaders within highly technical STEM fields.

Examples from past conferences include Self-Branding, Networking & Making Allies at Workplace, Work-Life Balance, Creating Influences, Skill Development, Learning Strategies, Gaining Competitive Advantage, and Career Restart.

- **POWER OF INCLUSION:** this track is inspired by SWE’s strategic goal of diversity and inclusion and addresses the challenges and opportunities that women in engineering face within the context of diversity, globalization, and culture. Examples of topics within this track include:
 - Techniques and strategies to build and promote a culture of diversity and inclusion within your organization.
 - Research concerning workplace diversity and globalization.
 - Developing skills to be a more inclusive leader and team member to work effectively with others from diverse backgrounds.

Examples from past conferences include Diversity and Inclusion in the Workplace, Unconscious Bias, Gender Pay Gap, Innovations in Recruitment to Include Diversity, POSH in the Workplace, Generation Gap, Inclusion of Disability, and Inclusion of LGBT.

6. SPECIALIZED FOCUS AREA*

The specialized area of focus identifies a key area of expertise for each professional development session. Select the area of focus that most closely relates to your proposed session. (Not graded/ 0-point).

- **ENTREPRENEURSHIP:** the sessions may touch on (but are not limited to) themes like business planning, raising venture capital, developing your elevator/sales pitch, new venture structures, new technology development, strategies for product marketing and licensing, creating your startup team, and researching resources available to startups.
- **OUTREACH:** this area is for those who currently deliver, or want to begin delivering, youth outreach programs that inspire and support girls (up to age 18) to study and pursue careers in engineering.
- **SMALL BUSINESS:** this focus area identifies sessions that would be relevant to employees, managers, and owners of small businesses, as professional development and the path to success in smaller organizations may look very different than large corporations. These sessions are not exclusive to small businesses and may be relevant to a more general audience as well.
- **STEM RE-ENTRY:** this specialized content is intended to provide valuable resources to any engineering professional who has taken a career break for two or more years and wants to re-join the STEM workforce. The sessions in this area of focus are for both the individual reentering the workforce and for organizations considering launching a reentry program.
- **SWE LEADERSHIP:** this focus area relates to topics on SWE governance and volunteer leadership. Many of the presenters are active SWE volunteer leaders.
- **WOMEN IN ACADEMIA:** this specialized area of focus examines various career paths and opportunities for women in academia. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences.
- **WOMEN IN GOVERNMENT AND MILITARY:** this area of focus examines various career paths and opportunities for women in government and the military.
- **OTHER**



7. CAREER LEVELS*

Select the most relevant target career level for your proposed session. (Not graded/ 0-point).

- COLLEGIANS & GRADUATE STUDENTS:** a student in, or recent graduate of, a college or university.
- EARLY CAREER PROFESSIONALS:** a professional who is a recent graduate who may or may not have prior experience in a field or profession.
- MID-CAREER PROFESSIONALS/MANAGERS/EMERGING TECHNICAL LEADERS:** an individual who has 10-20 years of professional experience, generally with others reporting to them.
- EXPERIENCED CAREER PROFESSIONALS:** an experienced professional with over 20 years of professional experience and increasing levels of responsibility. This individual is often seen as a thought-leader and/or mentor of a subject.
- RETIRED:** an individual who has ended working in a professional career.

8. KEYWORDS* (required for sessions within the Excellence & Breakthroughs in Technology track only)

Select ONE or TWO keywords that most closely describe your session topic. (Not graded/ 0-point).

- | | |
|---|---|
| <input type="checkbox"/> Additive Manufacturing & 3D Printing | <input type="checkbox"/> Emerging Technologies and Innovation |
| <input type="checkbox"/> Advanced Mobility Solutions | <input type="checkbox"/> Industrial Sustainability & Optimization |
| <input type="checkbox"/> Artificial Intelligence | <input type="checkbox"/> Internet of Things |
| <input type="checkbox"/> Automation | <input type="checkbox"/> Machine Learning |
| <input type="checkbox"/> Block Chain | <input type="checkbox"/> Mobile & Smart Devices |
| <input type="checkbox"/> Data Analytics | <input type="checkbox"/> Robotics |
| <input type="checkbox"/> Deep Learning | <input type="checkbox"/> Semiconductor |
| <input type="checkbox"/> Embedded Systems | <input type="checkbox"/> VLSI |

SPEAKER INFORMATION

9. SPEAKER INFORMATION

Enter the speaker(s) information and credentials. (7 points).

Primary Speaker	Secondary Speaker
First Name*:	First Name:
Last Name*:	Last Name:
Credentials:	Credentials:
Current Employer*:	Current Employer:
Current Job Title*:	Current Job Title:
City*:	City:

Country*:	Country:
Zip or Postal Code*:	Zip or Postal Code:
Email* (confirmation and communication emails will be sent to this address):	Email:
Mobile Number*:	Mobile Number:
Speaker Photo	Speaker Photo
Biography* (biographical information, degree(s) and institution(s). Include any information that supports why this speaker brings a unique perspective to the topic. 50 word limit):	Biography (biographical information, degree(s) and institution(s). Include any information that supports why this speaker brings a unique perspective to the topic. 50 word limit):
Sample Presentation Video* (provided via web link or file upload)	Sample Presentation Video (provided via web link or file upload)

10. PUBLIC SPEAKING AND PRESENTATION EXPERIENCE*

SWE will provide additional resources to prepare selected speakers for their presentation. Indicate the speaker’s level of proficiency in public speaking and presentation skills. (Not graded/ 0-point).

- Novice
- Intermediate
- Advanced
- Expert

11. PRIMARY CONTACT INFORMATION

If you are not the speaker, please provide your name and email address. (Not graded/ 0-point).

- Name
- Email

NOTICE FOR ALL SPEAKERS

- All WE Local **speakers are volunteers** who provide their expertise and time at no cost to the Society.
- If accepted, speakers will be provided with a **discount code** for registration.
- Keynote Speakers** are not selected through the 2020 WE Local India CFP platform.

NEED ASSISTANCE?

- Do you need assistance with the portal?** For questions regarding navigating the application, troubleshooting errors, or resetting a password, contact John Hinch at jhinch@omnipress.com.
- Do have questions regarding the WE Local India CFP process or questions about the general program?** Contact SWE at international@swe.org.