

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

**PURPOSE:** The purpose of this document is to (1) identify best practices for completing a WE Local Europe 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.

SWE cordially invites you to participate in its annual European conference, WE Local Europe, which will take place in London 27-29 May 2020. SWE is expecting up to 300 attendees with three breakout sessions happening concurrently. Attendees vary from collegians and early career professionals to senior executives and retired professionals. Most attendees have 5 to 15 years of professional experience, representing the corporate sector, consulting, and academia. It is not possible to predict how many participants will attend each session and who they will be, so speakers should prepare content that resonates with diverse audiences.

### IMPORTANT DATES

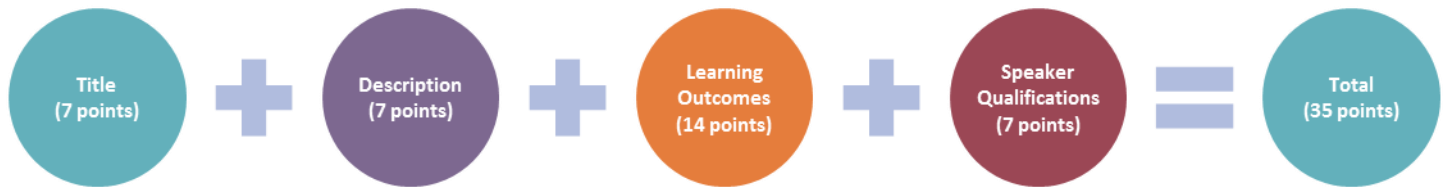
**CFP Submission Deadline:** Saturday, 30 November 2019 at 23:59 Central Standard Time

**Notification of Acceptance/Denial:** By Friday, 24 January 2020

### 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).

- The WE Local Europe program is conducted entirely in English. Selected speakers should expect to present their session in English.
- Focus on practical solutions, strategies, and/or techniques that learners can easily apply.
- Questions marked with an asterisk (\*) are required.
- 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 the stated 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.

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

### 2. SESSION TITLE\*, 10 word limit

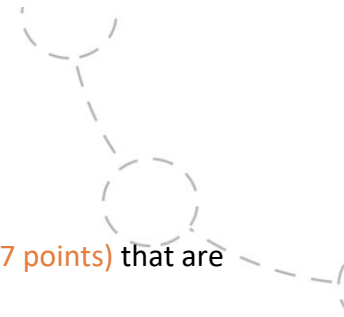
The title is concise and captures interest. (7 points).

### 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 ...”

**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 Practice | Contrast      | Design       | Describe     |
| Name          | Explain       | Predict Prepare | Differentiate | Develop      | Estimate     |
| Outline       | Express       | Produce Relate  | Examine       | Devise       | Evaluate     |
| Recognize     | Locate        | Solve           | Experiment    | Explain      | Explain      |
| Recall        | Predict       | Write           | Identify      | Generate     | Interpret    |
| Repeat        | Recognize     |                 | Illustrate    | Plan Prepare | Relate       |
| Reproduce     | Rewrite       |                 | Model Outline | Summarize    | Predict Rate |
| State         | Review        |                 | Select        | Write        | Summarize    |
|               | Summarize     |                 |               |              |              |

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

**TRACKS**

1. Career Management
2. Inclusion & Cultural Awareness
3. Innovation & Disruption
4. Self-Management & Development & Strategic Leadership

**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).

- CAREER MANAGEMENT:** This track presents tools and best practices to assist women in STEM to manage and advance their careers in a variety of industries. Examples include resume and interview best practices, salary negotiations, understanding corporate culture, planning for retirement, as well as:
  - Develop techniques to manage various professional transitions.
  - Identify best practices for successful professional relationships.
  - Recognize techniques for effective communication in the workplace.
  
- INCLUSION AND CULTURAL AWARENESS:** 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.
  
- INNOVATION AND DISRUPTION:** This track evaluates new 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.
  
- SELF-MANAGEMENT AND DEVELOPMENT AND STRATEGIC LEADERSHIP:** This track addresses a variety of issues that women in STEM face personally, including how decisions of leaders shape the performance and success of their organizations. Participants will develop new skills and hone existing skills that will prepare them to be more effective leaders, discussing topics such as:
  - Developing wellness strategies.
  - The importance of lifelong learning strategies and development.
  - 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 professionally by exploring the challenges facing successful women leaders within technical STEM fields.



## 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:** 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:** sessions for those who deliver, or want to deliver, youth outreach programs that inspire and support girls (up to age 18) to study and pursue careers in engineering.
- SMALL BUSINESS:** sessions that are 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:** sessions 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 are for both individuals reentering the workforce and organizations considering launching a reentry program.
- SWE LEADERSHIP:** sessions related to SWE governance and volunteer leadership. Many of the presenters are active SWE volunteer leaders.
- WOMEN IN ACADEMIA:** sessions examine 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:** sessions examine 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 Innovation and Disruption track only)**

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

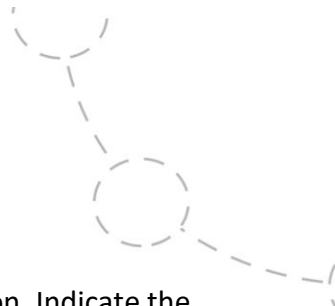
- |   |   |
|---|---|
| <input type="checkbox"/> Additive Manufacturing & 3D Printing | <input type="checkbox"/> Emerging Technologies and Innovation     |
| <input type="checkbox"/> Advanced Mobility Solutions          | <input type="checkbox"/> Industrial Sustainability & Optimization |
| <input type="checkbox"/> 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. Speaker’s experience and/or education demonstrates their expertise on the topic and learning outcomes described in their proposal (7 points).

| Primary Speaker  | Secondary Speaker   |
|--|---|
| First Name*:   | First Name:   |
| Last Name*:  | Last Name:  |
| Credentials:   | Credentials:  |
| Current job title*:  | Current job title:  |
| Current employer*:   | Current employer:   |
| City*:   | City:   |
| Country*:  | Country:  |
| 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) (max. 2 minute video)*  | Sample Presentation Video (provided via web link or file upload) (max. 2 minute video)  |



### 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 Europe 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](mailto:jhinch@omnipress.com).
- Do you have questions regarding the WE Local Europe CFP process or questions about the general program?** Contact SWE at [international@swe.org](mailto:international@swe.org).