Professional Development Program Guidelines

APAP’s professional development sessions provide learning opportunities that are curated to provide participants with industry tools and knowledge to strengthen their professional practices.

Colleagues from all sectors of APAP’s membership – artists, agents/managers, presenters, producers, and other industry professionals – are invited to submit full proposals to lead professional development sessions. Session proposals should focus on teaching strategies, sharing tools, and offering insight into the artistry, business, trends and practices of our field.

Note: This form is for full session proposals only. If you would like to propose a topic or speaker, but not a full session, please use this form. (link to a separate form)

Guiding Principles

The APAP NYC conference will include plenary sessions and professional development sessions exploring and discussing critical issues, best practices, trends and insights impacting the performing arts and our ever-evolving industry.

We value equity, diversity, inclusion and access for all people as core principles in our work. Conference sessions will reflect and model these values in subject matter, speakers and panelists.

We facilitate and encourage networking, interaction and peer learning in a variety of forums. Professional development sessions structured to encourage these goals will be given priority.

As artists and cultural workers, we must embrace our engagement in the constant and dynamic societal changes through acknowledgement, reflection, discussion and leadership. We welcome sessions that explore and encourage these topics and the sharing of experiences in addressing them.

We welcome proposals for professional development in all areas of import for the field. We are particularly interested in and encourage submissions that:

- Reflect particular perspectives and needs, such as those of rural, university-based, and small and mid-sized organizations.
- Address different arts professionals’ roles and staff responsibilities in our field (e.g., marketing, development, education, community engagement, operations, programming, booking/sales, etc.).
Target individuals at specific points in their careers and levels of experience (early/introductory, mid-career/intermediate and advanced).

**Overall, our attendees want:**

1. Depth of content
2. Practical takeaways they can use immediately and share with colleagues
3. Interactivity: via discussion, Q&A or hands-on learning

**Attendees do NOT want:**

1. To hear things they already know
2. Sales pitches or self-promotion
3. To be talked at without engagement

**Areas of particular interest include:**

- Art and Social Responsibility
- Artistic Development and Creative Practice
- Business and Industry Know-How
- Curation, Programming and Producing
- Engaging Audiences and Communities
- Equity, Inclusion and Access
- International Programming and Exchange
- Leading and Addressing Change
- Marketing, Fundraising and Digital Strategies
- Small and Mid-sized Presenter Issues/Strategies
- Venue and Operations Management
- Work-Life Integration

**We will be looking for session types that fall into one of these four formats:**
Panel Discussion: 2-4 presenters share case studies or expertise on a topic before opening to discussion and Q&A.

Roundtable Conversation: Moderated group conversation on a theme or topic. Highly participatory.

Solo Presentation: An expert on a topic shares findings, case studies, practices or methodologies before opening to Q&A

Workshop: Participatory session in which participants are guided through engaged activities.
Successful Submissions

Due to the significant number of submissions we receive each year, not every submission can be selected.

Strong submissions feature:

- **Actionable takeaways for attendees.** What is the tangible impact of your talk on attendees and their teams?
- **Clear focus on who the target attendees are.** Strong proposals identify
  - Who would benefit the most from your presentation?
  - What specific proficiency or career level is required to easily digest your presentation?
- **Unique or non-obvious applications and insights into performing arts presenting practice**
- **Engaging, inspiring, and interactive (not just talking heads)**
- **Diversity of field reflected among speakers/panel (e.g. race, gender, geography, professional role, etc.)**
- **Presenters with timely content and knowledge to share that is of import to the field.**

Proposal Requirements

- Session Lead (submitter who is organizing and proposing the session) must be, or agree to become, a member through **January 31, 2019** and must register for the conference by **September 20, 2019** to present a session.
- Session title may be no longer than ten (10) words and session description may be no longer than fifty (50) words.
- Sessions can have no more than four (4) speakers, including the moderator or facilitator
- If proposing a session with more than one speaker, you must include all proposed speaker names in order for the proposal to be considered.

Important Dates
• Session Submission deadline: May 22, 2019
• Notification of session acceptances: July 15, 2019