

LAMP 2011-2012

Leading Practices Sessions Speaker Application Kit

Thank you for your interest in speaking at LAMP, the Leadership and Management Program. This application kit provides important information about the Leading Practices session application process. Please review this information carefully before submitting your application. If you have additional questions that are not answered here, please contact the LAMP Leading Practices Coordinator at programs@gamaweb.com or call GAMA International at 1-800-345-2687.

This application kit applies to Leading Practices sessions only. For information about speaking in the general sessions, please email programs@gamaweb.com.

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WHAT IS LAMP?

Each year, insurance and financial services industry leaders from around the world convene for four days of learning and relationship-building at LAMP, GAMA International's annual conference. Held annually since 1963, LAMP provides field leaders with the opportunity to learn cutting-edge techniques, be recognized by their peers, network with colleagues and explore the latest tools and technologies for building their business. For more information about LAMP, please visit the GAMA website at www.gamaweb.com.

WHAT ARE LEADING PRACTICES SESSIONS?

Leading Practices sessions are concurrent afternoon sessions that address critical business issues important to agency and firm leaders and their teams. These sessions introduce first-line and frontline leaders to strategies, techniques and tools that help them build their business. Leading Practices sessions typically fall into one of the following learning tracks:

- ◆ Recruiting and Selection
- ◆ Retention
- ◆ Sales and Marketing
- ◆ Producer Development
- ◆ Leadership and Culture
- ◆ Practice Management
- ◆ Supervision and Accountability
- ◆ Diversity

WHO CAN PRESENT A LEADING PRACTICES SESSION?

Leading Practices speakers must be GAMA International members or employees of a GAMA Partners in Management Growth (PMG) company. Vendors who provide products or services that are of interest to agency and firm field leaders may also apply. Vendors and home office employees are strongly encouraged to co-present with a field practitioner.

HOW ARE LEADING PRACTICES SPEAKERS SELECTED?

GAMA International's Professional Development Committee (PDC) is responsible for selecting speakers for the Leading Practices sessions. The PDC consists of field leaders in the insurance and financial services industry who volunteer their time and expertise to help GAMA create meaningful learning experiences for our members.

The PDC performs a rigorous review of all applications against the selection criteria. Applications are accepted and reviewed throughout the year. Final selections are made in July. (For example, selections for LAMP 2011 will be made in July 2010.)

All applications for LAMP 2011 must be received no later than May 31, 2010.

WHAT ARE THE SELECTION CRITERIA?

The PDC reviews each application against the following selection criteria:

- ◆ Does the presentation give the audience specific strategies, tips or techniques that can be implemented easily? Leading Practices sessions should focus on practical how-tos, not general information.
- ◆ Does the speaker provide specific examples of success? Leading Practices sessions should be based on presenter experience, not theory.
- ◆ Is the topic relevant to LAMP attendees? Leading Practices sessions should focus on the critical skills field leaders need to build their business.
- ◆ Is the speaker promoting his or her own products or services during the presentation? Leading Practices sessions should include transferable skills. Attendees should be able to apply the skills presented without purchasing products or services from the presenter. Promotion of products or services is strictly limited as follows:
 - ◆ Sales pitches disguised as presentations are not permitted. Products or services may be mentioned during the course of your program subject to the following restrictions: Products may be referenced once during the final 20 minutes of your presentation for no longer than one minute and may not be part of your closing segment.
- ◆ Does the presenter have the appropriate background, knowledge and experience to present the topic?

When making final selections, the PDC will also consider the number of sessions in each of the learning tracks and the number of companies represented. A Leading Practices application is good for two years. The number of sessions selected is based on the space available at the

conference location. Applications which are highly rated, but cannot be scheduled in the selection year, may be deferred to the following year.

WHAT ARE SOME COMMON MISTAKES PEOPLE MAKE WHEN APPLYING?

Common mistakes people make when submitting applications include:

1. **The application is too vague to allow proper evaluation of the proposed workshop.** You should provide as much detail as possible so the PDC fully understands what your workshop will include.
2. **The description of the presentation does not focus on the audience.** While it is important to know your credentials, the presentation description should describe the benefit and value to the audience.
3. **Not providing thorough biographical details.** Be sure to include information about past presentation experience, your experience in the industry and any other information that will help the PDC understand your level of expertise in the topics covered in your workshop.
4. **Focus or scope of workshop is too limited or too broad.** Leading Practices workshops are one-hour in length. Your presentation should be robust enough to keep participants engaged, but not so long that you are unable to complete it in the time allotted.
5. **Relying too heavily on professional references.** Your application should include enough information for the committee to fully understand what you plan to present. References are used as follow-up information for committee members.
6. **Illegible or incomplete applications.** Illegible and incomplete applications will not be considered by the committee.

WHAT HAPPENS NEXT IF I AM SELECTED?

GAMA International will send you a speaker kit that includes important deadlines. You must return all information requested by the deadlines indicated. GAMA secures a number of “Reserve Speakers” for LAMP workshops. If an invited speaker does not meet content, delivery or timeline expectations, GAMA reserves the right at any time during the pre-LAMP process to replace an invited speaker with a reserve speaker.

GAMA will notify you of the date and time of your presentation when the final schedule is established.

Your presentation materials will be included in LAMP meeting materials, on the GAMA website and in other media as determined by GAMA. Leading Practices workshops are recorded. The audio recording, with your permission, will be made available to GAMA members.

You will be assigned a sponsor from the Professional Development Committee. Your sponsor will work with you throughout the year to ensure your materials are prepared in time for LAMP.

For LAMP 2011:

- ◆ A first draft of your presentation must be submitted to your sponsor by September 30, 2010.

- ◆ Your final presentation materials must be submitted to GAMA International by November 19, 2010.
- ◆ A recording of you rehearsing your presentation must be submitted to GAMA International by January 15, 2011.

Please note that copyright and compliance issues are the responsibility of the presenter.

HOW DO I SUBMIT AN APPLICATION?

Your application may be submitted:

- ◆ Online via the GAMA website at www.gamaweb.com
- ◆ Via email to programs@gamaweb.com
- ◆ By fax to (571) 499-4302
- ◆ Mail to : GAMA International, 2901 Telestar Court, Suite 140, Falls Church, VA 22042

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