



## Presenter Guidelines

### Submissions due August 12, 2024

We are excited for your interest in presenting at KolbeCon 2024! Our goal is to provide a program that meets the variety of interest levels of our audience and deepens their knowledge of the Kolbe Concept®. The following guidelines are provided to assist prospective presenters during this application process to help ensure the highest level of professionalism and excellence. For more information about KolbeCon, please visit [kolbecon.com](http://kolbecon.com).

## Standards and Presenter Guidelines

### Standards, Expectations and Guidelines:

- All Applicants must agree to these Standards and Presenter Guidelines as part of the application process and submit a presenter application by **August 12, 2024**.
- If multiple speakers are involved in your presentation, each must agree with these expectations.
- To be considered as a speaker, you must already have a ticket to KolbeCon and have plans to attend the entire conference such that scheduling your session is not an issue.
- You will be paired with a Kolbe Corp staff member (generally a Trainer) who will be involved in your session to some degree. Staff member participation ranges from an introduction of the speaker, to presenting for 10-45 minutes of the session. The purpose of including a Kolbe Corp staff member is to ensure enough relevant Concept-related material for Continuing Education credit and to provide support for advanced questions and learning. Note: this may mean that you are selected to simply participate from the audience when called upon to tell a story, participate on a panel or present as few as 5-10 minutes.
- Presenting at KolbeCon is an opportunity to share ideas and information, and is customarily not a platform for promoting or selling one's business, practice, service or products.

Selling or promoting from the podium is generally defined as:

- Making multiple implicit / explicit references to the products or services you offer
- Using your session to develop a mailing / marketing list
- Distributing price lists or discussing fees during your session (exception: sharing business structure and/or pricing for the insight of your Consultant peers)

After your presentation, you may:

- Connect with other attendees as requested
- Make product sales if you purchased an Exhibitor booth
- Discuss your business, practice, service or products as requested

If you would like to promote your product or service at the conference, please see the Sponsor section of [kolbecon.com](http://kolbecon.com) for the Sponsorship Interest form.



## Presenter Guidelines

### A Note Concerning Honoraria

Kolbe Corp has produced KolbeCon as a platform for innovation in the field of conation. We look for contributors who are willing to share their expertise without expectation of payment in the spirit of networking, awareness and advancement of conation and education. We appreciate you taking the time and making the effort to share Kolbe Wisdom™ and your experiences with your peers and know that they are grateful it as well.

### Content Guidance

Rather than your signature presentation given to outside groups, **we are mostly interested in your experiences with employees, colleagues and clients in relation to the use of Kolbe Wisdom™, in the form of stories, case studies, and applications.** Below are some of the areas of interest we often hear from our event participants and we appreciate submissions in these areas, though we are also interested in new ideas that are **closely aligned with Kolbe.**

- **Use of Kolbe with Clients/Coworkers** – Case studies of your use of Kolbe with individuals, teams or organizations (internally or as an external consultant) are our top choice for topics at KolbeCon. Our audience loves hearing about how you make an impact in the world using Kolbe, create lasting engagements, and/or use Kolbe in a unique or specific way. Some ideas include:
  - personal productivity and performance
  - leadership and org development / succession planning
  - role alignment, stress and managing performance
  - collaboration and teams
  - culture and hiring.
- **HR and Workplace Trends** – This includes topics such as working with a client HR team, org structure and design, HR data analytics or measures, career progression, performance evaluations, onboarding, workplace stress, working virtually/hybrid, etc. and how it relates to Kolbe.
- **The Business of Kolbe Consulting** – Topics such as networking, marketing, selling, speaking, conative training activities, use with other assessments, client stories/testimonials, etc. Note: that these sessions often include sharing your own best practices and materials (vs general selling methods) and you would likely present along with others.
- **The Practice of Kolbe Consulting** – We are looking for Kolbe Certified™ Consultants to provide a sample of delivery of the Kolbe Concept such as interpretations, coaching and elements of team seminars such as presentations and activities. We're looking specifically for those who have methods of presenting that are exemplary or unique. Use of Kolbe tools such as reports, exercises, facilitator aids (e.g., Kolbe Cards) or structures such as the Kolbe System™ are also appreciated.
- **Integration of Kolbe Solutions Personally or Professionally** – Share your story about your own life or work and how Kolbe has made a difference.

### Appropriate Tone and Content

- Presenters must refrain from statements or offensive humor, which could disparage the dignity of any individual, group or protected class. Avoid disparaging comments about any conative talent.
- Avoid visual aids that show people in stereotypical roles. Present individuals without bias.



## Presenter Guidelines

### Intellectual Property

Presenters must fully disclose all intellectual property utilized within handout materials and presentation to protect rights such as copyright, ownership, and utilization of revenue derived from creation, production, and use. Kolbe Corp is happy to assist presenters who want or need to include Kolbe Corp intellectual property within their presentation. Note that materials from most presentations are requested for use as a part of the Kolbe Certified Consultant Center for ongoing download. Though presenters will be asked which materials they are comfortable sharing prior to distribution, selection of presenters will be biased toward those who are willing to share in this format.

### If You Are Accepted, Be Prepared to:

- Acknowledge that you are available to present at the conference at a **day and time of our choosing during November 7-8, 2024**. This means that we will expect that you will be available from the start to the end of the conference, and would encourage your attendance on pre-con day. Some presentations are better suited as pre-con content, so please let us know if you are available to present on that day (November 6).
- Work closely with conference organizers before the event to review content, format, audio/visual needs, room set-up, identity or number of presenters and promotional materials. Make no substantial changes to the above unless approved. Preparation calls and materials reviews (not including presentation preparation) will likely take 1-2 hours of your time.
- Meet all established deadlines for content, handouts, etc. and notify us of any long-term out-of-office dates that may prohibit you from interacting with event staff.
- Design (or participate in the design of) and provide high-quality PowerPoint files, in electronic format, by the deadline given (if applicable). Note that Kolbe Corp will assist with formatting and use of Kolbe Corp owned images and may suggest changes to the content or design of your presentation. You may build your slides on your own template.
- Give Kolbe Corp permission to audio and video record the session for use by Kolbe Corp and agree that Kolbe Corp shall be the exclusive owner of such recording(s) even beyond your Certification expiration.
- Be willing to work with Kolbe Corp post event as requested (and as you are able) to provide Continuing Education content to Kolbe Certified Consultants who were unable to attend the conference. This is typically via a webinar format.
- Respect Kolbe Corp as the host organization with either positive or neutral comments in public forums during the conference.

**Please contact Kolbe Training with any questions at [Training@kolbe.com](mailto:Training@kolbe.com).**