



30th Annual NASPP Conference

Proposal Submission Guidelines



Two Conference Events



Chicago
October 17-20, 2022



Virtual
October 24-27, 2022

All speakers should plan on participating in person at the Chicago event and at the virtual event

Key Dates



April 1

Deadline to submit proposals



May 31

Decisions announced



September 9

Session materials due



October 17-20

In-person sessions
Chicago



NASPP Conference Speakers may be asked to present their sessions twice:

- Once in person
- Once virtually

Both presentations will be live



October 24-27

Virtual sessions



Three Presentation Types



PANEL DISCUSSION

Length: 60 Minutes

- Three panelists recommended (max of four), no solo presenters
- Case studies and interactive components (polls, games, audience Q&A, etc.) are encouraged



LEARNING LAB

Length: 75 Minutes

- Must have a high level of interactive, hands-on learning
- Three panelists recommended (max of four), no solo presenters
- Interactive components (polls, games, audience Q&A, etc.) must comprise at least one-third of the session



POWER TALK

Length: 30 Minutes

- TED-style, fast-paced talks
- Max of one to two speakers

A company can submit up to two proposals for each type of presentation

The NASPP committed to promoting the diversity and inclusion in the stock compensation field. It is important that NASPP Conference sessions help us fulfill this commitment by including speakers from diverse or underrepresented backgrounds.

Information Required for a Proposal

Primary Contact

- Name
- Title
- Company
- Email Address
- Phone Number

Speakers (4 Maximum)

- Name
- Title
- Company
- Email Address
- Phone Number
- Bio (2,000 characters max)
- Photo
- Race
- Gender

Proposal

- **Primary Topic**
(Select One: Accounting & Financial Reporting, ESPPs, Global stock plans, Insiders, M&A/CIC, Participant Education, Personal Development, Plan Administration, Plan Design, Taxation)
- **Session Format**
(Select One: 30-Minute Power Talk, 60-Minute Panel Discussion, 75-Minute Learning Lab)
- **Education Level**
(Select One or More: Level 1, Level 2, Level 3)
- **Title** (100 characters max)
- **Description** (750 characters max)
- **Four speaking points** (each 150 characters max)
- **How will your session engage the audience?**
(Select One or More: Q&A, Polls, Games, Group Discussion, Other, N/A)
(If Other, Please Specify: _____)
Note: Polls and Q&A are not sufficient for a session to qualify as a Learning Lab.
- **Does this session include issuer speakers?**
- **Are you willing to present this topic at a local NASPP chapter meeting?**
- **Will you be presenting this topic at another event or have you submitted it for inclusion in another event?**
- **Additional comments**

Suggested Topics

Hot Topics

Examples: Stock plans in an uncertain economy, regulatory developments, M&A, emerging trends



Compliance

Examples: Tax withholding and reporting, mobile employees, quarterly & annual reporting insider transactions, global stock plans



Plan Design

Examples: New approaches and ideas for executive and stock compensation, pay equity, ESG, performance awards, shareholder approval of equity plans



Plan Admin

Examples: Creative solutions to administrative challenges, participant education, transaction and reporting procedures, new technology



Financial

Examples: Stock plan expensing, forecasting, tax accounting, EPS, internal controls, reducing costs and increasing ROI



▲
We especially need
financial topics!

How Proposals Are Evaluated



All proposals are rated by an issuer task force

Generally only proposals in the 50th percentile or higher are accepted

Task force members base their rating on the title, topic description, speaking points, and audience engagement



Proposals are assigned to task force members for review based on topic—consider your audience when selecting the proposal topic

Tips for submitting a winning proposal:



Focus on providing practical tips and advice



Provide in-depth and technical content



Include case studies and different perspectives



Make sure your title and description convey what will be covered

Preference will be given to proposals that include panelists from traditionally underrepresented backgrounds that help meet NASPP diversity goals.

Speaker Policies



- A company can submit a maximum of six proposals, two of each type (panel, learning lab, and power session).
- Individuals and companies can be included on an unlimited number of proposals submitted by other companies.
- Each panel can include no more than two speakers from the same company.
- Proposals that include issuers receive preference.
- Individuals may speak at a maximum of two NASPP Conference breakout sessions.
- Companies can be represented on a maximum of six NASPP Conference breakout sessions.
- NASPP Conference speakers receive complimentary admission to the Conference. Speakers are responsible for their own travel expenses.