***Important Note: This Proposal Sample is for reference only and actual session submissions must be submitted through CFMA’s Online Submission Form. Please visit*** [***www.conference.cfma.org***](http://www.conference.cfma.org) ***for more information***

**Presenter Information (Required)**

* Name
* Company
* Title
* Contact Information (Email and Phone)
* Upload Your Profile Image
* Biography (150 – 1,000 Characters)

**Presenting Experience and References (Required)**

Prior speaking experience is required and below is a list of speaking experience CFMA is looking for:

* Industry Conferences (Live or Virtual)
* Regional CFMA or Other Industry Organization Chapter Events (Live or Virtual)
* Local CFMA or Other Industry Organization Chapter Events (Live or Virtual)

**Industry References (Required)**

One CFMA member or industry contact who has attended your session in the last three years is required. You may submit up to three *(Name, E-mail, Phone and Relationship is required)*

**Format**

* Single Speaker
* Multiple Speakers
* Panel

**Session Type**

* Mini-Conferences - These are sessions that are presented on the first two days (Saturday and Sunday) and are typically   
  2, 4, or 8 hours in length.
* Breakout Sessions - These are sessions that focus on a specific topic, range from 60 - 75 minutes, and run concurrent with other breakout sessions.
* Roundtable Sessions - These are sessions that focus on having the attendees discuss a certain topic after a brief presentation and range from 60 - 75 minutes and run concurrent with other breakout sessions
* Mini-General Sessions – These are Keynote-like sessions that typically are more seasoned or paid presenters,   
  and are 60 minutes in length.
* Not Sure – CFMA can determine where to place the session if selected.

**Topic Category**

* Accounting & Finance
* Human Resources & Operations
* Leadership & Management
* Risk Management & Surety
* Technology
* Heavy/Highway
* Specialty Trade

**CPE Field of Study**

* Accounting
* Accounting (Governmental)
* Auditing
* Auditing (Governmental)
* Business Law
* Economics
* Finance
* Information Technology
* Management Services
* Regulatory Ethics
* Specialized Knowledge
* Statistics
* Taxes
* Behavioral Ethics
* Business Management & Organization
* Communications & Marketing
* Computer Software & Applications
* Personal Development
* Personnel/Human Resources
* Production

**Session Knowledge Level**

*Please specify the appropriate knowledge level for this session. Please Note: The planning team will follow up to ensure that the presentation is at the appropriate knowledge level.*

* **Basic -** Program knowledge level most beneficial to individuals new to a skill or an attribute.
* **Intermediate -** Program knowledge level that builds on a basic program, most appropriate for individuals   
  with detailed knowledge in an area.
* **Advance -** Program knowledge level most useful for individuals with mastery of the particular topic. This   
  level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications.

**Session Title:**

*(5 - 55 Characters.)*

**Session Description:**

*(250 - 600 Characters)*

**Learning Objectives** *(Specify 3 - 5 learning objectives that are different from the benefits specified in the session description).*

**Session Flow*****(Optional, but strongly encouraged to assist in the session selection process)***

**Session Questions *(Optional, but strongly encouraged)***

If your session is selected for post-Conference On Demand CPEs you will need to provide three questions with answers and remediation based on your learning objectives and content. These questions may also be converted into polling questions during your live presentation.

**File Upload** *– If you have a completed presentation or outline to share please include it in this section.*

**Session Example**

**Session Title:** What is Lean Construction? Why Should We Care?

**Session Description**: Many construction companies that have survived the past five years of this down market are likely already feeling lean - nothing but skin and bones! This session will enable you to:

**Learning Objectives:**

* Describe how the use of lean contracting techniques enhances revenue
* Identify the importance of reducing expenses while adding value
* Define the financial professional's role in continuous operations improvement
* Identify how these techniques can be applied in your own organization to achieve improved results

**Session Flow** The session will begin with a 10-minute outline of the benefits of using technology in the field to capture critical project data. We will then break into groups of 8-10 for attendees to share their best practices. We will then share about 2-3 examples with the entire group. We will then review the top five areas to focus on around the highest value data to collect and how to collect it. We will conclude with a poll asking the attendees on what they feel the future or project data collection in the field will look like as we will capture that input and share it with the entire group.

**Session Question Example**

**Question:** What are overbillings?

**Correct Answer**: Billings in excess of costs and estimated earnings - a liability on the balance sheet

* **Reason:** Overbillings are due to billings being greater than earned revenue. This difference reduces the amount of future billings, and cash, to be received on the job when expenses have not been incurred yet.

**Distractor:** The incorrect options are called distractors because they are considered to be “distracting” to learners with partial knowledge due to their plausibility to yield the correct option.

**Remediation:** All questions must include feedback that explains the answer to the question. List this answer explanation after each question’s set of distractors. This information should easily be identified somewhere in the session. Highlight text containing the answer in the course and list the question number next to it. This will enable us to refer the learner back to the section of the course where the answer can be found.

**Distractor Answer 1:** Billings in excess of costs and estimated earnings - an asset on the balance sheet

* **Remediation**: Overbillings are a liability, not an asset. The billing has been collected but the expenses have not been incurred thus a liability, not an asset.

**Distractor Answer 2**: Costs and estimated earnings in excess of billings - an asset on the balance sheet

* **Remediation**: Costs and estimated earnings in excess of billings are known as underbillings, not overbillings.

**Distractor Answer 3**: Costs and estimated earnings in excess of billings - a liability on the balance sheet

* **Remediation:** Costs and estimated earnings in excess of billings are known as unbillings - and are assets on the balance sheet.

**Questions? Contact:**   
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