***Important Note: This Proposal Sample is for reference only and actual session submissions
must be submitted through CFMA’s Online Submission Form.***

**Presenter Information**

* Name
* Company
* Title
* Contact Information (Email and Phone)
* Upload Your Profile Image
* Biography

**Prior Presenting Experience**

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**

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)*

**Session Type**

* Mini-Conference - These are sessions that are presented on the first two days (pre-conference) and are typically 2, 4 to 8 hours in length.
* Breakout Session - These are sessions that focus on a specific topic or track and range from 60 to 75 minutes and run concurrent with other breakout sessions.
* Roundtable Session - These are sessions that focus on a specific topic or track and range from 60 to 75 minutes and run concurrent with other breakout sessions. They will also contain interactive table discussion(s).
* Not Sure

**Presentation Title:**

*(Limit of 12 Words or 55 Characters.)*

**Topic Category**

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

**Brief Presentation Description:**

*(Between 250 Words or 600 Characters.)*

**Learning Objectives** *(Three to Five Learning Objectives that are different from the benefits specified in the session description. Limit of 20 word or 120 character limit for each objective.)*

**Sample Learning Objectives:**

This session will enable you to:

* 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 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.

**Format**

* Single Speaker
* Multiple Speakers
* Panel

**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 and Marketing
* Computer Software & Applications
* Personal Development
* Personnel/Human Resources
* Production

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

**Session Flow**

This session flow begins to outline the key elements of your session. See example below:

*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 area 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.*

**Contact information for all speakers**

**Speaker Bios** (150 Words or 900 Characters words or less)

**Target Audience (about CFMA members)** There are contractors, and there are accountants. But, construction financial professionals are a breed apart. For them, day-to-day accounting is only part of the job. From job cost control and the contract lifecycle, to risk management and surety relationships, they turn to CFMA as their source and resource for construction financial excellence. CFMA is the only professional association dedicated to the filling the specific needs of construction financial professionals and related industry service providers.

**CFMA's General Membership** represents all types of contractors, including GCs and subcontractors, as well as developers, construction managers, architects, engineers, principals, and material and equipment suppliers.

**CFMA's Associate Membership** is open to all those serving the construction industry, such as lawyers, public accountants, bankers, sureties, insurance agents and carriers, technology providers, and other service professionals.

**Questions? Contact:**
Brian Summers
VP of Operations
(609) 945-2408 or bsummers@cfma.org

**Important Dates Reminder**

**Call for Speaker Proposals Opens: September 17, 2021**

**Call for Speaker Proposals Closes: October 22, 2021**

**Notification of Accepted and Declined Proposals: November 19, 2021**

**Conference Dates: May 14-18, 2022**