



Association for  
Talent Development

# Making an Impact: Developing Your ATD26 Proposal

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# Goals and Agenda

## Session Goals

- Identify all the elements needed for a complete ATD26 proposal
- Identify critical elements the review committee looks for
- Find resources to support the development of an ATD26 proposal
- Discuss practical strategies for completing a proposal

## Agenda

- Welcome and Introductions
- Purpose of Proposal Process
- Review Criteria
- ATD26 Call for Proposals (CFP) Requirements
- Resources and Logistics for Completing the CFP
- Questions

# Proposal Process

- Develop a proposal that shines
- Provide information needed for the committee to make decisions
- Build a balanced, relevant, engaging, and interesting conference program
- Open Call
- Relevant trends





# Review Criteria

- Is the session designed to do what it proposes to do?
- Is the session topic relevant and engaging?
- Does the proposed session offer relevant, practical, applicable professional development opportunities for attendees?
- Does the proposal reflect quality, expertise, and excellence?
- If required, was a speaking video provided?

# Overview of the CFP requirements

1. New Session Types
2. Updated Audience Descriptions
3. Learning Outcomes and Agenda/Session Outline
4. *Optional* Alignment to the ATD TD Capability Model





# ATD26 Proposal Contents



- **Proposal Overview and Background**
  - Session type, audience, speakers, topic
  - Background and speaker expertise
- **Proposed Session Design**
  - Session description, agenda, learning outcomes, key challenges
- **Proposal Materials**
  - 4-6 slides related to proposed topic (required) - All proposals
  - Speaker Video - required for New to ATD speakers
- **Speaker and Conference Policies and Submission**



## Hints and Tips from the PAC

# Resources

## Speaking Opportunities Page

- Proposal Worksheet
- Tips for Writing a Good Conference Session Title
- Writing Effective Outcomes
- Video Requirements Checklist
- Frequently Asked Questions

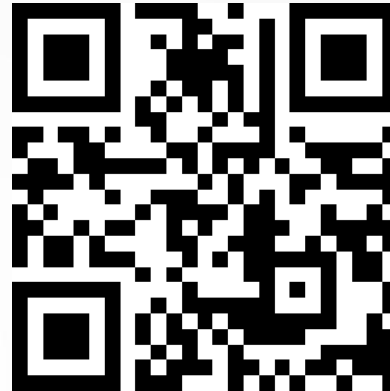
Email [Speakers@td.org](mailto:Speakers@td.org)





# Logistics

**Call for Proposal Log In Page**



## **Call for Proposals Timeline**

Submission Period	July 10 – August 5, 2025
Proposal Notifications	Late November 2025
Conference Dates	May 17-20, 2026

# Questions





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Follow up:  
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