



CALL FOR PRESENTATION PROPOSALS
Wisconsin Association for Financial Professionals
Annual Conference 2018

The Wisconsin Association for Financial Professionals (WIAFP) annual conference is an excellent opportunity for treasury practitioners to gather information on trends, technology and other issues impacting treasury management. This year's conference will be held on Monday, September 17, 2018 at the Milwaukee Marriott West, located in Waukesha, WI.

The WIAFP, founded in 1978, is dedicated to providing an education forum for discussion of treasury management, risk management, investing and financing issues as well as providing updates on the state of the economy, current and pending legislation and new technologies. The association provides a network of professionals eager to share ideas and solutions to help meet the challenges of day-to-day treasury management activities. WIAFP's membership includes Cash Management and Treasury Management professionals and is comprised primarily of Corporations and Financial Institutions.

Don't miss this exciting opportunity to participate in WIAFP's Annual Conference. Kristin McLean will be coordinating the Call for Presentations for our conference. If you have any questions, please feel free to contact Kristin at (262) 207-3323 or email at conference@wiafp.org.

Please take a minute to review the enclosed "Call for Proposal" and return your submission via email to conference@wiafp.org **prior to July 1, 2018** presenters will be notified of the status of their proposal by July 15, 2018. Please note: Submitting a presentation doesn't guarantee it will be chosen for the conference breakout sessions. WIAFP may contact you to speak at one of their monthly meetings held October through May.

We look forward to receiving your proposal and hope to see you at our conference!

Sincerely,

Kristin McLean
WIAFP Vice-President & Conference Chairperson



WISCONSIN ASSOCIATION FOR FINANCIAL PROFESSIONALS ANNUAL CONFERENCE MONDAY, SEPTEMBER 17, 2018

Concurrent Session

Organized in tracks for easy selection by conference attendees, sessions are flexible in format. They are 50 minutes in length, which includes a question and answer period. There is a limit of one or two speakers per session. A "Case Study" could also be offered as a concurrent session. A case study provides attendees an opportunity to interact with the presenters in an informal environment. The best topics for this format are controversial issues; those that are under review, or that will generate discussion. Concurrent sessions offer practical "how-to" information relating to specific business needs.

Number of Presentations

Organizations are invited to submit more than one presentation, however, to ensure representation from a wide variety of organizations, the number of sessions per organization may be limited. Lead presenter is responsible for obtaining the commitment of any co-presenter(s) PRIOR to submitting the proposal. **If submitting more than one proposal**, please complete separate "Session Proposal" forms for EACH proposal.

Tracks

Corporate Finance	Treasury Operations
Cash & Working Capital Management	Payment Systems
Global Financial Management	Risk Management
Pension & Benefits Administration	Financial Reporting & Accounting
Technology Solutions	Bankers topics
Internet & Electronic Banking	Cash Forecasting
Current Legislative Issues	Relationship Management

Expenses

Expenses are the responsibility of the presenter including: travel, lodging, entertainment and miscellaneous expenses. WIAFP will provide audio / visual equipment and copies of the presentation to attendees via the website.

Vendors

Vendors are invited to submit proposals for presentation. However, all presentations must relate to a specific issue rather than a specific product or service. **"Sales pitches" of any kind are strictly forbidden for Concurrent Sessions. Proposals demonstrating a company or product specific bias will not be considered for Concurrent Sessions.**

Helpful Hints

- **Audience for presentation will be corporations and financial institutions.**
- **Case Studies.** Generally, real-life examples delivered by the organization presented will be given preference. These sessions are typically the best attended, and receive the highest marks.
- The **Learning Objectives** portion of the proposal is a very important part.
- A **Clear Session Title and Specific Benefits to the Attendee.**
- **Direct, Bottom-Line implications** that can be associated with the session topic.
- **Solution-oriented benefit points that support the title** of the session.
- **AVOID Sales Pitches** or anything that could be construed as a commercial for a particular company, product or service. Sales Pitches or distribution of marketing materials during the presentation are strictly prohibited. Presenters who receive evaluations noting sales pitches will not be invited to speak again at the conference.



Session Proposal Form

1. What is the title of your session? (Be as specific and benefit-oriented as possible):

2. Complete the following statement with 2-3 sentences explaining why this topic is important to attendees. "ATTENDEES WILL FIND THIS SESSION IMPORTANT BECAUSE":

3. Track (Check one):

- | | |
|---|--|
| <input type="checkbox"/> Corporate Finance | <input type="checkbox"/> Cash & Working Capital Management |
| <input type="checkbox"/> Payment Systems | <input type="checkbox"/> Global Financial Management |
| <input type="checkbox"/> Risk Management | <input type="checkbox"/> Pension & Benefits Administration |
| <input type="checkbox"/> Financial Reporting & Accounting | <input type="checkbox"/> Technology Solutions |
| <input type="checkbox"/> Internet & Electronic Banking | <input type="checkbox"/> Cash Forecasting |
| <input type="checkbox"/> Current Legislative Issues | <input type="checkbox"/> Relationship Management |
| <input type="checkbox"/> Hot topics in Banking | <input type="checkbox"/> Treasury Operations |

Please Provide the Following Information for Each Presenter:

Please insert your biography.

Number of Presenters: _____

NAME:

TITLE:

COMPANY:

ADDRESS:

CITY, STATE, ZIP:

PHONE NUMBER:

E-MAIL ADDRESS: