

## LAMP 2009-2010

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### Leading Practices Workshops Speaker Application Kit

Thank you for your interest in speaking at LAMP, the Leadership and Management Program. This application kit provides important information about the Leading Practices workshop application process. Please review this information carefully before submitting your application. If you have additional questions that aren't answered here, please contact the LAMP Leading Practices Coordinator at [programs@gamaweb.com](mailto:programs@gamaweb.com) or call GAMA International at 1-800-345-2687.

This application kit applies to Leading Practices workshops only. For information about speaking in the General Sessions, please email [programs@gamaweb.com](mailto:programs@gamaweb.com).

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#### WHAT IS LAMP?

Each year insurance and financial services industry leaders from around the world convene for four days of learning and relationship-building at LAMP, GAMA International's annual conference. Held annually since 1963, LAMP provides field leaders with the opportunity to learn cutting-edge techniques, be recognized by their peers, network with colleagues and explore the latest tools and technologies for building their business. For more information about LAMP, please visit the GAMA website at [www.gamaweb.com](http://www.gamaweb.com).

#### WHAT ARE LEADING PRACTICES WORKSHOPS?

Leading Practices workshops are concurrent afternoon workshops that address critical business issues important to agency and firm leaders and their teams. These sessions introduce first-line and frontline leaders to strategies, techniques and tools that help them build their business. Leading Practices workshops typically fall into one of the following learning tracks:

- ◆ Recruiting and Selection
- ◆ Retention
- ◆ Sales and Marketing
- ◆ Producer Development
- ◆ Leadership and Culture
- ◆ Practice Management
- ◆ Supervision and Accountability
- ◆ Diversity

## WHO CAN PRESENT A LEADING PRACTICES WORKSHOP?

Leading Practices speakers must be GAMA International members or employees of a GAMA Partners in Management Growth (PMG) company. Vendors who provide products or services that are of interest to agency and firm field leaders may also apply. Vendors and home office employees are strongly encouraged to co-present with a field practitioner.

## HOW ARE LEADING PRACTICES SPEAKERS SELECTED?

GAMA International's Professional Development Committee (PDC) is responsible for selecting speakers for the Leading Practices workshops. The PDC consists of field leaders in the insurance and financial services industry who volunteer their time and expertise to help GAMA create meaningful learning experiences for our members.

The PDC performs a rigorous review of all applications against the selection criteria. Applications are accepted and reviewed throughout the year. Final selections are made in July. (For example, selections for LAMP 2009 will be made in July 2008.)

**All applications for LAMP 2009 must be received no later than June 27, 2008.**

## WHAT ARE THE SELECTION CRITERIA?

The PDC reviews each application against the following selection criteria:

- ◆ Does the presentation give the audience specific strategies, tips or techniques that can be implemented easily? Leading Practices workshops should focus on practical how-to's, not general information.
- ◆ Does the speaker provide specific examples of success? Leading Practices workshop should be based on presenter experience, not theory.
- ◆ Is the topic relevant to LAMP attendees? Leading Practices workshops should focus on the critical skills field leaders need to build their business.
- ◆ Is the speaker promoting his or her own products or services during the presentation? Leading Practices workshops should include transferable skills. Attendees should be able to apply the skills presented without purchasing products or services from the presenter. Promotion of products or services is strictly limited as follows:
  - Sales pitches disguised as presentations are not permitted. Products or services may be mentioned during the course of your program subject to the following restrictions: Products may be referenced once during the final 20 minutes of your presentation for no longer than one (1) minute and may not be part of your closing segment.
- ◆ Does the presenter have the appropriate background, knowledge and experience to present the topic?

When making final selections, the PDC will also consider the number of workshops in each of the learning tracks and the number of companies represented. The Leading Practices application is a two-year application. The number of workshops selected is based on the space available at the conference location. Applications which are highly rated, but cannot be scheduled in the selection year, may be deferred to the following year.

## WHAT ARE SOME COMMON MISTAKES PEOPLE MAKE WHEN APPLYING?

Common mistakes people make when submitting applications include:

1. **The application is too vague to allow proper evaluation of the proposed workshop.** You should provide as much detail as possible so the PDC fully understands what your workshop will include.
2. **Not providing thorough biographical details.** Be sure to include information about past presentation experience, your experience in the industry and any other information that will help the PDC understand your level of expertise in the topics covered in your workshop.
3. **Focus or scope of workshop is too limited or too broad.** Leading Practices workshops are one-hour in length. Your presentation should be robust enough to keep participants engaged, but not so long that you are unable to complete it in the time allotted.
4. **Relying too heavily on professional references.** Your application should include enough information for the committee to fully understand what you plan to present. References are used as follow-up information for committee members.
5. **Illegible or incomplete applications.** Illegible and incomplete applications will not be considered by the committee.

## WHAT HAPPENS NEXT IF I AM SELECTED?

GAMA International will send you a speaker kit that includes important deadlines. You must return all information requested by the deadlines indicated. GAMA secures a number of "Reserve Speakers" for LAMP workshops. If an invited speaker does not meet content, delivery or timeline expectations, GAMA reserves the right at any time during the pre-LAMP process to replace an invited speaker with a reserve speaker.

GAMA will notify you of the date and time of your presentation when the final schedule is established.

Your presentation materials will be included in LAMP meeting materials, on the GAMA website and in other media as determined by GAMA. Leading Practices workshops are recorded. The audio recording, with your permission, will be made available to GAMA members.

You will be assigned a sponsor from the Professional Development Committee. Your sponsor will work with you throughout the year to ensure your materials are prepared in time for LAMP.

For LAMP 2009:

- ◆ A first draft of your presentation must be submitted to your sponsor by September 30, 2008.
- ◆ Your final presentation materials must be submitted to GAMA International by November 21, 2008.

Please note that copyright and compliance issues are the responsibility of the presenter.

## HOW DO I SUBMIT AN APPLICATION?

Your application may be submitted:

- ◆ Online via the GAMA website at [www.gamaweb.com](http://www.gamaweb.com)
- ◆ Via email to [programs@gamaweb.com](mailto:programs@gamaweb.com)
- ◆ By fax to (703) 770-8184
- ◆ Mail to : GAMA International, 2901 Telestar Court, Suite 140, Falls Church, VA 22042

**All applications for LAMP 2009 must be received by June 28, 2008.**

The Professional Development Committee will only consider **complete** applications in its evaluation process. For that reason, please provide **all** requested information in Sections I and II.

### I. Personal Information

#### A. Contact Information

Please print or type your information below.

Full Name		Designation(s)	Informal Name
Title		Company	Agency
Address		City, State	Zip
Phone	Fax	Email	
Assistant's Name	Phone	Email	

#### B. Biography

Please attach up to 150 words describing your financial services career, including your firm or agency size, number of years in the industry, major accomplishments and awards.

GAMA International reserves the right to edit biographies to meet space requirements. **No handwritten biographies will be accepted.** If your application is accepted, this biography will be published in the LAMP Meeting Materials.

## II. Presentation Information

### A. Topic

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Diversity            | <input type="checkbox"/> Recruiting & Selection | <input type="checkbox"/> Leadership Development       |
| <input type="checkbox"/> Sales & Marketing    | <input type="checkbox"/> Leadership & Culture   | <input type="checkbox"/> Practice Management          |
| <input type="checkbox"/> Producer Development | <input type="checkbox"/> Retention              | <input type="checkbox"/> Supervision & Accountability |
| <input type="checkbox"/> Other _____          |   |   |

Title \_\_\_\_\_

### B. Promotion

Draft a short promotional piece (25-20 words) or list two-to-three key points that should be included in a promotional advertisement, should your application be selected.

### C. Description

Please provide or attach (a) a 150 –word summary, or (b) a complete outline of your presentation. If you have already built a PowerPoint presentation, you may send it with your summary.

D. Presentation History

Where have you presented this presentation or a similar presentation before? \*If you have previously presented it list city, state, and audience size below.

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E. Speaking References with Contact Information:

Name                      Phone                      Email

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F. Please describe in detail what specific management tools, resources, or skills the audience will take away from your presentation (e.g. selection tools, marketing systems, custom processes, etc.).

G. How will participants be able to use this new information on the job?

**LAMP 2009 – 2010**  
**Leading Practices Workshops**  
**Application Addendum for Leadership Teams Workshops**

In 2009, GAMA will be offering special leadership team workshops in addition to the afternoon leading practices presentations. The purpose of these special workshops is to provide opportunities for leadership teams to learn together in an interactive environment.

These workshops may focus on team-building activities (for example assessing how different leadership styles impact the team) or on agency/firm-building activities (for example, developing a long-term plan for growth or building a recruiting plan). All workshops should include team activities and specific outcomes or deliverables that benefit the team.

If you are interested in presenting a leadership team workshop, please complete **both** the LAMP speaker application and this addendum. If you have questions, please contact the Leading Practices Coordinator at [programs@gamaweb.com](mailto:programs@gamaweb.com) or call GAMA at 1-800-345-2687.

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**NAME:** \_\_\_\_\_

**Workshop length.** Please select one of the following:

- One-hour format       Two-hour format

**Workshop benefits.** Why will leadership teams benefit by attending this workshop together?

**Workshop activities.** How will teams work together during the workshop?

**Workshop results.** What deliverables or outcomes will teams have at the end of the workshop?