



PLAIN TALK ABOUT LITERACY AND LEARNING 2022 INSTITUTE

FEBRUARY 9-11, 2022

Call for Proposals

Teacher Speaker Series

RESEARCH TO PRACTICE

IMPORTANT DATES

August 18, 2021 -
Proposal Submissions Open

October 22, 2021 -
Proposal Submissions Close

November 22, 2021 -
Final Acceptance Notifications



2022 PLAIN TALK

FEBRUARY 9-11, 2022

**Hilton New Orleans Riverside
Two Poydras Street, New Orleans, LA 70130**

Empowering teachers to confidently implement evidence-based reading practices in classroom instruction.

ABOUT THE CENTER FOR DEVELOPMENT AND LEARNING

The Center for Development and Learning's mission is to advance literacy and learning through evidence-based practices in the classroom, home, and community. The Center works to train, support, and coach educators to ensure every child can enter kindergarten school-ready and reading on grade-level by third grade. Through one of the nation's premiere literacy conferences, Plain Talk About Literacy and Learning®, we facilitate the dissemination of leading science-rooted reading research and practices. The Center also fosters at-home learning opportunities through a newly launched reading initiative, Louisiana Reads!, which seeks to educate parents on literacy engagement and provides ownership of reading resources. Finally, we lead grassroots advocacy efforts to champion change in educational policy and practice.

ABOUT PLAIN TALK

Plain Talk About Literacy and Learning® has become known as the conference for the latest research and dialogue on effective reading instruction and assessment. With carefully curated presenters and exhibitors, Plain Talk lets you join like-minded educators and decision makers from across the globe.

For 2022, we will return to New Orleans for three days of sessions and networking. We'll bring experts from the U.S. and abroad to attract attendees for a lively in-person conference. And, this year, we're *inviting* YOU to participate.



BEFORE YOU SUBMIT:

- Ensure you are available to present at any point during February 9-11, 2022
- If accepted to present, you will be required to confirm your session attendance and register for the conference by **November 29, 2021** (conference registration fee is waived)
- Speakers are required to cover their own travel, hotel, and other out-of-pocket expenses
- Speakers are not compensated for their participation
- A video submission is required; ensure media waivers are in place for all minors videoed or photographed

NEW THIS YEAR!

We will launch the first ever “Research to Practice” track which highlights educators in the science of reading space!

The Plain Talk About Literacy and Learning Institute speaker selection committee invites classroom teachers, school administrators, and district leaders with proven success implementing the science of reading practices to submit a presentation proposal highlighting your work.

These sessions seek to give a voice to those educators on the front line of student success.

Proposal submitters will be encouraged to explain and outline **the practical application of the theoretical frameworks used to gain student success and build educator capacity** – displaying the connection(s) between the content of their proposal, the research, and positive student outcomes.

We welcome YOU to engage in three days of learning with and from your colleagues through sessions we expect to be energizing, inspiring, informative, and packed with compelling information and practical application strategies!

SESSION TRACKS

All sessions are grouped into five education tracks which help guide attendees to select the best speaker sessions applicable to their professional development needs.

- Equity and Inclusion
- Literacy Leadership
- New to the Science of Reading
- Advanced Science of Reading
- Research to Practice

TIMELINE

AUGUST 18, 2021

Proposal
Submissions OPEN

OCTOBER 1, 2021

Round 1
Notifications

**NOVEMBER 22,
2021**

Final Acceptance
Notification

~~**SEPTEMBER 15,
2021**~~

Proposal
Submissions CLOSE

**NOVEMBER 1,
2021**

Presenter Collateral
Submission Deadline

Due to unforeseen events, we've pushed proposal submission CLOSE dates back to October 22, 2022.

ADDITIONAL INFORMATION:

- **ROUND 1 NOTIFICATION DETAILS:**
 - A provisional acceptance requiring submission of additional collateral.
 - Once all required requests are filled, the proposal's status will be updated from "provisional" to "accepted".
 - *A final acceptance is required for selection.*
- **FINAL ACCEPTANCE NOTIFICATION**
 - A final acceptance is an approval to present.

CONFERENCE PARTICIPATION & PRESENTATION DETAILS

REGISTRATION

Presenters with accepted proposals receive a complimentary 3-day registration to Plain Talk.

The registration includes:

- Registration materials
- Entrance into all sessions and exhibit area
- Continental breakfast and lunch each day
- Afternoon refreshments on the first 2 days
- Access to exhibit hall

Presenter registrations are non-transferable. **Do not register for the conference prior to learning the acceptance status of your proposal on November 1, 2021.**

HOTEL REGISTRATION

A room block has been established specifically for Plain Talk which allows for the guarantee of available spaces for presenters.

Selected presenters are responsible for the costs associated with their hotel accommodations. These rooms may be accessed after the sessions are finalized and Terms & Conditions have been signed.

Do not reserve a hotel room prior to learning the acceptance status of your proposal.

For hotel information, please click [here](#).



PRESENTER SUBSTITUTIONS

Complimentary registrations are non-transferable.

If a presenter change becomes necessary, a written request must be completed using the official online [Presenter Update Form](#) and reviewed by the speaker selection committee. If approved, a new presenter agreement will be issued to the new presenter, If the substitute presenter is not approved, the presentation will be cancelled.

CANCELLATIONS AND REFUNDS

Presenters are subject to the same cancellation and refund policies as those that apply to all attendees. Each presenter included on a proposal selected for presentation at the conference must agree to the official Terms & Conditions of The Center.

A sample session presenter Terms & Conditions agreement is included in this guidance document. Presenter Terms & Conditions agreements will be provided to all provisionally accepted presenters. The Terms & Conditions outline all of the specifics of the presentation, including the date and time, a video recording release and other binding provisions. Terms & Conditions language is standard for all presenters and wording cannot be revised. If your proposal is selected, please be certain that you are able to agree to all Terms & Conditions prior to signing.

SESSION VIDEOS & MEDIA

There is a possibility your session may be recorded for after-conference use as part of a Video on Demand library of resources hosted by The Center for Development and Learning.

By accepting the opportunity to present at Plain Talk, you are acknowledging your willingness to have your session recorded (video and/or audio) for use by The Center. In addition, you acknowledge that you are willing to have The Center and its affiliates use and distribute (now and in the future) your image or voice in photographs, videos, electronic reproductions, and audiotapes.

SCHEDULING

Presentations will be scheduled for the overall benefit of Plain Talk and, if selected, presenters must be willing and available to present at the date and time assigned to them.



Proposals selected by the speaker selection committee must be presented as described in the proposal process with the same title, description and presenter(s).

PRESENTER ACCEPTANCE

Each presenter in a proposal selected for Plain Talk must agree to the official Presenter Terms & Conditions outlined in the presenter agreement. This document also contains all format aspects of their presentation.

Presenters will be notified of their provisional acceptance by **October 1, 2021**. A provisional acceptance requires the submission of additional presenter collateral or materials. Once all requirements are fulfilled, the proposal's status will be updated from "provisional" to "accepted". The presenter collateral submission deadline is **November 1, 2021**.

A final acceptance is required for presentation at Plain Talk. Final acceptance notification will be made by **November 22, 2021**.

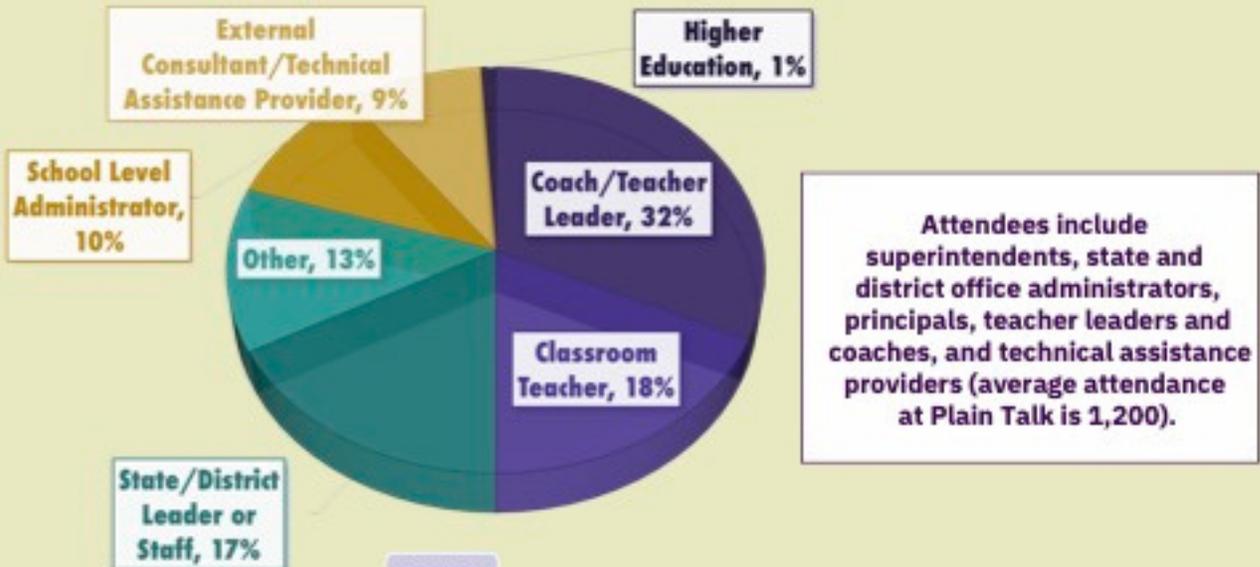
Presenters are not compensated for their participation.

AUDIENCE

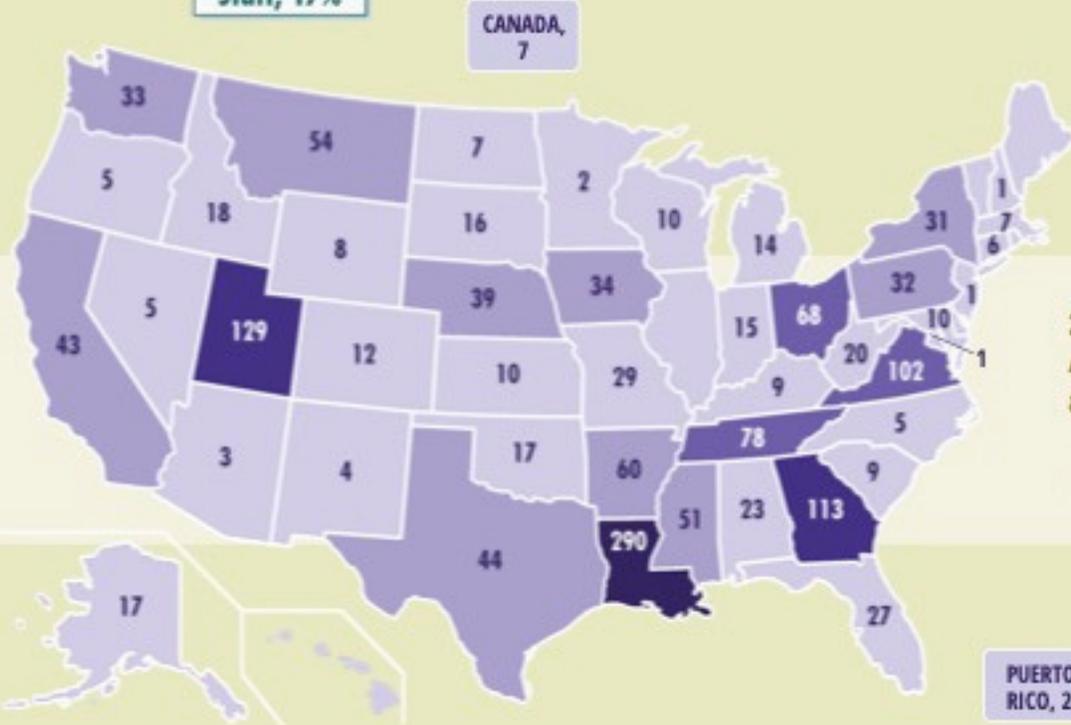
Attendees at the Plain Talk About Literacy & Learning Institute include superintendents, state and district office administrators, principals, teacher leaders and coaches, and technical assistance providers. The average attendance at Plain Talk is 1,200.

Presenters may not distribute promotional materials or "pitch from the podium" during their presentation.

About Our Attendees



Attendees include superintendents, state and district office administrators, principals, teacher leaders and coaches, and technical assistance providers (average attendance at Plain Talk is 1,200).



2020 Plain Talk About Literacy and Learning®

1521 ATTENDEES

2021 Virtual Plain Talk

1260

ATTENDEES

98%

SAID PLAIN TALK INCREASED KNOWLEDGE OF THE SCIENCE OF READING

703

FIRST TIME ATTENDEES

48

STATES, CANADA, AUSTRALIA, NEW ZEALAND, PUERTO RICO, AND SOUTH AFRICA

PROPOSAL DO'S

Craft your responses
to the proposal
questions OFFLINE

Review and edit your
proposal until you are
genuinely satisfied
with the results

Meet all
specifications

Begin your proposal
early and submit
before the deadline

Pay close attention
to the character
limits identified

Ensure all content
is original

Provide relevant
research & citations

Submit outdated or misaligned content

Wait until the last minute to submit – no extensions offered

Upload grainy or poor videos/photos

Try to cover broad topic areas or audiences

Forget to carefully proofread your entire proposal before submitting

Use abbreviations or acronyms without defining them

Submit more than two co-presenters

PROPOSAL DON'TS

If you have evidence of leading a successful school district, school building, or classroom utilizing the evidence-based brain research known as the science of reading then we want you to share it with us! We want to help you build community awareness and share your insights, engage with your peers, display your successes, and make lasting connections

Before submitting a proposal to present, please ensure you are available to present at **any point during February 9-11, 2022 in New Orleans, LA.**

If you have schedule limitations, please note this on the form (there will be a question about this).
This may impact your proposal selection.

All proposals to be considered by the committee must be submitted
NO LATER THAN 5:00 PM CST on October 22, 2021.

Date and time speaker sessions are assigned and made for the benefit of the overall conference flow and are not negotiable.

SUBMITTING A PROPOSAL: STEP BY STEP

STEP 1:

BEFORE YOU BEGIN

Read the Proposal Submission Guidelines thoroughly to ensure you clearly understand all requirements and benefits of presenting at the Plain Talk About Literacy & Learning Institute.

Work on your proposal in an offline document that can be reviewed and edited. You will not be able to return to your incomplete submission document. Only submit a proposal if you can agree to all included Terms & Conditions.

PRESENTER INFORMATION

Note - No more than two presenters are allowed for each Teacher Speaker Series Session.

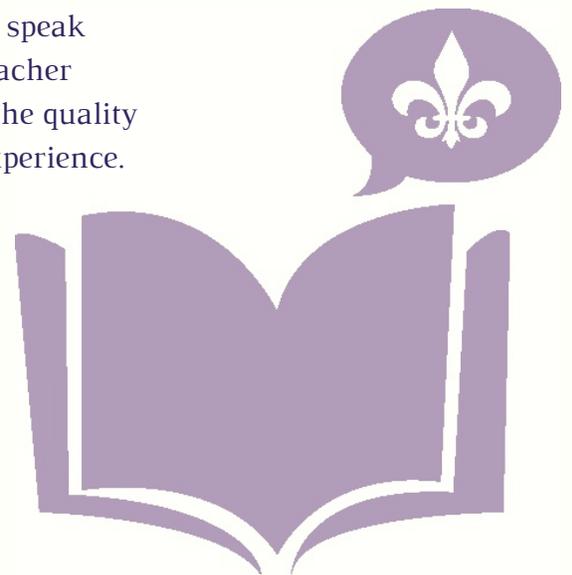
Presenter information must be provided for each of the presenters (if applicable) --

- Name
- Professional Title
- School/School District
- Email
- Phone Number
- Mailing Address
- Social Media Handles (if applicable)
- Short Biography (one paragraph, 200 words max)
- Professional Headshot (high resolution .jpg format with at least 300dpi)

We expect presenters to be highly knowledgeable and prepared to speak confidently about applying the science of research to everyday teacher practices to a large international audience. Reviewers determine the quality of the submission and take into consideration each presenters' experience.

Though one person submits the proposal for the session and is responsible for communicating with all the other presenters, The Center will send emails to all presenters as necessary.

STEP 2:



STEP 3:

SESSION DETAILS

Note - Each breakout presentation session is 80 minutes in length

Presentation Title – Effective titles are succinct and capture the essence of the presentation. Fewer than 12 words is recommended.

Presentation Description – The short session description will be printed/digital program materials as written. Please proofread it carefully. Limited to one paragraph, 250 words or less.

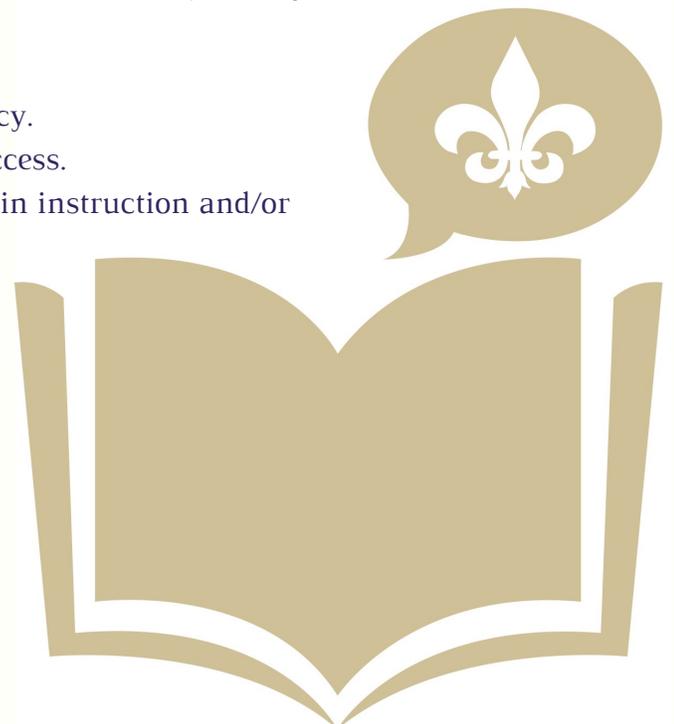
Audience & Theme – All sessions are grouped into five education tracks which help guide attendees to select the best speaker sessions applicable to their professional development needs. The Teacher Speaker Series sessions fall under the Research to Practice track; however, there are specific topics/themes of discussion in which presentations apply. You will need to indicate which of those apply to your session.

- Themes & Topics
 - Early Childhood
 - Phonics
 - Fluency
 - Comprehension
 - Writing
 - Spelling
 - Adolescent Literacy
 - Equity & Inclusion
 - Assessments & Data
 - Social-Emotional Learning
 - Coaching
 - Special Education
 - Dyslexia
 - Curriculum
 - Leadership
 - General Science of Reading

Detailed Overview of Presentation – The proposal must clearly describe and support the presentation description. This overview will give you the opportunity to tell the success story behind the presentation. Limited to 3,000 characters (approx. 400-500 words). Here you will need to:

- Explain why the session will be valuable for the attendees.
- Describe how the presentation aligns with structured literacy.
- Give explicit facts/data that paint the picture of student success.
- Provide evidence of the use of science of reading practices in instruction and/or leadership.

Citations & References – List all applicable citations and references used for your methods, strategies, and success described in the detailed presentation overview. This will help to identify alignment and the use of relevant research.



STANDARD PRESENTER TERMS & CONDITIONS

*The following information is presented as an example of the Terms & Conditions presented to inv.

The presenter, acting individually and as authorized, having accepted the invitation to present at Plain Talk, represents and warrants that the presentation(s) and related materials that support your presentation(s) are factually accurate and contains no matter libelous or otherwise unlawful. The presenter further warrants that the presentation(s) and related materials that support your presentation(s) are:

1. the presenter's own original work, or
2. available for use without permission because they are in a public domain, or
3. when materials utilized in the presentation are not the presenter's own original work or in a public domain, they are either
4. presented with the permission of the originator/owner of the material, or
5. are believed to be within the "fair use" exemption of copyright law which includes use for purposes of criticism, news reporting, commentary, teaching, and research.

The presenter authorizes CDL or its designee to post presentation materials provided by the presenter on CDL's Plain Talk App, CDL's website on a secure page available only to Plain Talk participants who will be given a special access code, and any platform secured by CDL to present Plain Talk virtually.

The presenter authorizes CDL to use his/her name, likeness, photograph, and biographical data in connection with the use and promotion of any aspect of the event including rebroadcast on a "virtual" basis. Photographs, videos, direct quotes, and/or audio clips of presenters and attendees participating in Plain Talk are the sole property of CDL, for use for a variety of purposes including, but not limited to, publications; promotional brochures; promotions or showcase of programs on our website; showcase of activities in local and/or national newspapers or programming; and other similar lawful purposes. The presenter releases CDL and its officers, directors, employees and agents from any and all claims whatsoever in connection with the use, reproduction, publication of the images thereof.

CDL's policy prohibits the sale and promotion of products and services during presentations at Plain Talk. Paid registration is required to attend Plain Talk, therefore, any videos, including, but not limited to live or pre-recorded videos shared via media outlets such as FaceTime, Skype, social media (e.g., Facebook, Twitter, Instagram, Snapchat), email and/or on websites (other than by CDL) of any portion of a presenter's presentation at the event is strictly prohibited. The presenter may not display or distribute brochures, promotional materials (e.g., buttons, pens, flyers), talk about their services, promote themselves, or sell their publications during their presentation. Sessions must be product neutral. Referencing or citing a presenter's own publications is acceptable. Only Exhibitors are allowed to distribute promotional materials, flyers, or advertising materials, and such distribution is limited to within paid exhibit space.

STANDARD PRESENTER TERMS & CONDITIONS

In preparation, the presenter agrees to meet the following program-related deadlines:

- Biography (1 paragraph, 200 words or less) and high-resolution photo sent when returning this signed agreement.
- Session Description(s) due no later than September 30, 2021. Form will be provided.
- Presentation slides and/or materials to support your presentation(s) are due no later than December 17, 2021. NOTE: CDL may edit bios and session descriptions for clarity and length, as needed.

The presenter is solely responsible for his own equipment and materials against loss or damage from theft, accident, or other incident at all times. All property of the presenter is to remain in his/her care, custody, and control. Onsite, CDL provides each presentation room with a screen, projector, lavalier microphone and connection to sound for showing videos. Additional audio-visual equipment may be added with a 3-week advance notice at the expense of the presenter.

The presenter indemnifies and holds harmless CDL and its respective officers, directors and staff from any and all damages, liabilities, judgments, and claims arising out of or related to the presenter's presentation or materials.

The presenter warrants that the information contained in this presenter agreement and any additional forms provided by CDL constitutes the complete and entire understanding between the presenter and CDL for the purposes described herein and supersedes all previous agreements, promises, proposals, representations, and understandings whether written or oral.

The parties intend that the presenter be engaged as an independent contractor of CDL. Nothing contained in this agreement will be construed to create the relationship of employer and employee, principal and agent, partnership or joint venture, or any other fiduciary relationship.

The presenter understands that they are not covered under CDL's workers' compensation policy should an injury or claim occur while on assignment on CDL's behalf.