



# 31st Annual NASPP Conference

September 26-29, 2023 | Washington, DC

## Proposal Submission Guidelines



# Key Dates



**March 3**

Deadline to  
submit  
proposals



**April 30**

Decisions  
announced



**August 11**

Session  
materials due



**September 26-29**

Present in person  
at conference in DC

# Three Presentation Types



## PANEL DISCUSSION

Length: 60 Minutes

- Three panelists recommended (max of four), no solo presenters
- Case studies and interactive components (polls, games, audience Q&A, etc.) are encouraged



## LEARNING LAB

Length: 75 Minutes

- Must have a high level of interactive, hands-on learning
- Three panelists recommended (max of four), no solo presenters
- Interactive components (polls, games, audience Q&A, etc.) must comprise at least one-third of the session



## POWER TALK

Length: 30 Minutes

- TED-style, fast-paced talks
- Max of one to two speakers

A company can submit up to two proposals for each type of presentation

The NASPP committed to promoting the diversity and inclusion in the stock compensation field. It is important that NASPP Conference sessions help us fulfill this commitment by including speakers from diverse or underrepresented backgrounds.

# Information Required for a Proposal

## Primary Contact

- Name
- Title
- Company
- Email Address
- Phone Number

## Speakers (4 Maximum)

- Name
- Title
- Company
- Email Address
- Phone Number
- Bio (2,000 characters max)
- Photo
- Race (optional)
- Gender (optional)

## Proposal

- **Primary Topic**  
(Select One: Accounting & Financial Reporting, ESPPs, Global stock plans, Insiders, M&A/CIC, Participant Education, Personal Development, Plan Administration, Plan Design, Taxation)
- **Session Format**  
(Select One: 30-Minute Power Talk, 60-Minute Panel Discussion, 75-Minute Learning Lab)
- **Education Level**  
(Select One or More: Level 1, Level 2, Level 3)
- **Title** (100 characters max)
- **Description** (750 characters max)
- **Four speaking points** (each 150 characters max)
- **How will your session engage the audience?**  
(Select One or More: Q&A, Polls, Games, Group Discussion, Other, N/A)  
(If Other, Please Specify: \_\_\_\_\_)  
Note: Polls and Q&A are not sufficient for a session to qualify as a Learning Lab.
- **Does this session include issuer speakers?**
- **Are you willing to present this topic at a NASPP webinar or local chapter meeting?**
- **Will you be presenting this topic at, or have you submitted it for inclusion in, another event?**

# Suggested Topics

## Hot Topics

Examples: Stock plans in an uncertain economy, regulatory developments, M&A, emerging trends



## Compliance

Examples: Tax withholding and reporting, mobile employees, quarterly & annual reporting, insider transactions, global plans



## Plan Design

Examples: New approaches and ideas for executive and stock compensation, pay equity, ESG, performance awards, shareholder approval of equity plans



## Plan Admin

Examples: Creative solutions to administrative challenges, participant education, transaction and reporting procedures, new technology



## Financial

Examples: Stock plan expensing, forecasting, tax accounting, EPS, internal controls, reducing costs and increasing ROI



▲  
We especially need  
financial topics!

# How Proposals Are Evaluated



All proposals are rated by an issuer task force

Generally only proposals in the 50<sup>th</sup> percentile or higher are accepted

Task force members base their rating on the title, topic description, speaking points, and audience engagement



**Consider your audience when selecting the proposal topic**

Proposals are assigned to task force members for review based on topic

## Tips for submitting a winning proposal:



Focus on providing practical tips and advice



Provide in-depth and technical content



Include case studies and different perspectives



Make sure your title and description convey what will be covered

Preference will be given to proposals that include panelists from traditionally underrepresented backgrounds that help meet NASPP diversity goals

# Speaker Policies



- A company can submit a maximum of six proposals, two of each type (panel, learning lab, and power session).
- Individuals and companies can be included on an unlimited number of proposals submitted by other companies.
- Each panel can include no more than two speakers from the same company.
- Proposals that include issuers receive preference.
- Individuals may speak at a maximum of two NASPP Conference breakout sessions.
- Companies can be represented on a maximum of six NASPP Conference breakout sessions.
- NASPP Conference speakers receive complimentary admission to the Conference. Speakers are responsible for their own travel expenses.

When inviting speakers to join your panel, you may want to ask how many other proposals they and their firms are included on. Speakers and firms who are overrepresented in proposals may have to step down from your panel if it is accepted.