

Call for Proposal Guidelines

2027 Institute & Expo

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2027 I&E Proposal Timeline

- **Call for Proposal:**
 - Opens July 24, 2026
 - Closes September 4, 2026
 - Once you have submitted your application, you will not be able to make changes
- **Accepted Proposal Notification:**
 - Week of November 16, 2026
- **Speakers Finalized/Speakers Agreement Deadline:**
 - January 22, 2027
- **Session Advisor Meetings:**
 - February-March
- **Presentation (PPT/Handouts) Deadline:**
 - March 19, 2027

Note: All accepted proposals will receive detailed instructions.

I&E 2026 Attendance

2,200+ fleet professionals registered for 2026

Fleet Managers at I&E

Government and corporate fleet managers are equally represented at I&E



Job Functions of NAFA I&E Attendees:

79%	Fleet management systems/software	43%	Accident management systems
72%	Maintenance (mechanical) management services	43%	Oil and Fuel Analysis
63%	Vehicle selection	37%	Risk management
61%	Fuel management systems/software	34%	Remarketing
60%	Vehicle upfitting	30%	Leasing company services
51%	Products/services for sustainability	28%	Financial services
51%	Safety management	27%	Auto transporter
51%	Training programs	24%	Short-term rental agencies
44%	Vehicle auction	22%	Insurance
		11%	Used vehicle guide publications

Source: I&E Attendee Survey and Registration Demographic Information

Call for Proposal Structure

Title: Your goal is no different than writing a headline for an article or an email subject line: What will get the reader to keep reading? Clever is good, but authenticity is key. It should entice people to read the description and include enough information, so they'll understand the topic even if they don't read the description.

Short Description: Focus on WIIFM - participants want to know: what's in it for me? Session descriptions should address how the session will benefit individual attendees and/or their organizations. Make a case for why this topic is important, urgent, and helpful.

Session Type:

- Individual Presenter
- Interactive Workshop (limited seating – approximately 50 max)
- Panel (Speaker Limit - 4): Panel sessions must include multiple panelists engaged in discussion and are not intended as individual presentations with multiple speakers. NAFA strongly recommends including at least one fleet manager to provide practical, operational perspective.

I&E Track Categories

Each proposal selects one main track category and then may choose additional secondary categories per proposal.

- **Emerging Technologies:** This track will focus on future trends and innovations that could help identify inefficiencies, improve productivity, enhance safety, and prepare for what's next. .
- **Law Enforcement:** These sessions will be tailored to the specific needs of the Law Enforcement Group, and may cover topics from best practices, emerging technologies, leadership, strategy, and/or sustainability.
- **Leadership:** Leadership development is essential to foster a culture of excellence and drive successful outcomes. In this track, learn critical strategies to improve your leadership skills and business competencies.
- **New to Fleet:** This track is designed to address the needs and challenges faced by organizations or individuals who are new to fleet management. These sessions will cover foundational elements, fundamental skills, and best practices required for successful fleet operations.
- **Operations Management:** These sessions aim to share real-life experiences and proven processes to help improve your overall fleet management operation.
- **Safety:** These sessions showcase the importance of integrating safety considerations into broader organizational strategies, which can enhance fleet safety and management practices
- **Strategy:** Fleet strategy should align with your organization's overall mission and objectives. The Strategy track sessions cover the 'why' behind critical functions for your organization.
- **Sustainability:** Guide fleet professionals to prepare for a greener future by providing impactful strategies and education. In this track, attendees will discover ideas and tools to help improve the efficiency and sustainability of their fleet operations.

Call for Proposal Structure (Cont.)

Experience Level:

- **Beginner** — Provides a broad-based overview of a topic; assumes attendees have little to no knowledge of the subject matter; the content delivered is considered basic and of a non-technical nature for the layperson's consumption.
- **Intermediate** — Assumes that the content delivered will address topics beyond the beginner level but does not stray into deeply advanced content or concepts; provides a moderate level of subject matter that adds to and enriches attendees' understanding.
- **Advanced** — Provides a highly specialized content intended for experienced professionals. Subject matter should explore advanced concepts, strategies, or technical applications beyond the intermediate level.

Audience Type (Who is this presentation geared towards.)

- Commercial
- Government
- Both (Government or Commercial)

Call for Proposal Structure (Cont.)

Detailed Description: When providing presentation description, please provide complete details and make certain to identify and cite data sources. The detailed description will be used to evaluate submissions by the reviewers. The detailed description may include headers as listed below.

- **Background** - Provide an introduction/background of your topic including the problem statement, goals, objectives, etc.
- **Methods** - Describe the study/project/process implementation used and provide a timeline. If applicable, include data collection methods and how it was measured.
- **Challenges** - Describe any barriers or challenges and identify considerations or best practices the organization followed to mitigate these barriers.
- **Results/Findings** - Identify any outcomes data (e.g. key performance indicators, pre-implementation performance, or current performance data).
- **Conclusions** - Describe any conclusions such as lessons learned or outcomes.
- **Next Steps/Follow Up** - Provide any next steps/follow up that are important to this presentation.

Call for Proposal Structure (Cont.)

Learning Objectives: These are the specific key takeaways from the session. They refer to what the participant will be able to recall after attending the session. They should be reinforced throughout the session and are a good way to ensure you keep your presentation focused.

Submission Terms & Conditions Agreement: This agreement will be sent to accepted proposals.

Coordinator and Speaker: The coordinator is responsible for sourcing speakers, collating slides, and handouts. They are the primary point of contact for the session from submission to post-event wrap-up. We require one speaker at the time of submission.

Note: You are able to make edits to your proposal by adding your email to "Pick Up Where You Left Off".

Once you have submitted your proposal, you will **not** be able to make changes.

PICK UP WHERE YOU LEFT OFF

Email yourself a URL to continue this application at a later time.

SEND EMAIL

Tips for Developing an Effective Session

Session Goal:

- Identify a clear goal for your presentation. What core issue or challenge does your session address or attempt to resolve?
- Stay at a strategic level as much as possible, avoid getting too tactical
- Beginner/tactical level is acceptable if you are exploring a new concept
- Intermediate/advanced level is expected for a majority of NAFA content

Speakers:

- How many speakers/points of view do you need for a well-rounded session?
- Avoid bringing in too many speakers or the key points may get muddled and session interactivity will be difficult. (NAFA allows for a max of four speaker per session.)
- Pro tip - For every fifteen minutes of presentation, plan an activity to engage the audience and reinforce the main themes you are covering.

Tips for Developing an Effective Session

Content Focus:

- Consider if this topic needs to be narrowed or broadened to be effective.
- If the topic itself is not new, how would you approach presenting this in a unique and thought-provoking way that meets the needs of NAFA participants now?
- **Ensure the content is not promotional.** Attendees are quick to notice any commercialism resulting in distrust between the audience and the speaker and the brand. If you are a supplier, the best way to gain credibility is to demonstrate your expertise and authority about the topic generally, and not mention how your solution is preferred. In addition, consider bringing in a client to co-present.
- Are the key takeaways scalable for the NAFA audience of different sizes and budgets? Include tips for scalability.
- Research shows that sharing learnings through stories helps ensure that content sticks. Plan to share a few stories to illustrate the key takeaways.

Presentation Success Advisor

This is a program designed to help deliver a high-quality, engaging, and impactful presentation at the Institute & Expo (I&E) event.

Accepted I&E presenters will be paired one-on-one with an experienced member of the Education Committee who will serve as the Presentation Success Advisor. Their role focuses on refining the presentation content and delivery through supportive feedback and guidance. The program emphasizes a spirit of collaboration and support to ensure presenters feel confident, prepared, and set up for presentation success.

More information will be available in the Speaker Portal.

Coordinators

What is the Role of a Coordinator?

The coordinator is responsible for all communication during the submission and review process of the Call for Proposals.

If the proposal is accepted, the coordinator will:

- Be the liaison to the speaker(s)
- Provide all contact information for speakers
- Responsible for submitting the presentation material to NAFA
- Coordinate rehearsals with the speakers

Note: NAFA will communicate directly with speakers regarding the submission of their bio, headshot, and signed the speaker agreement.

How Proposals Are Evaluated

- Value of proposal topic
- Timeliness and appropriateness of topic
- Proposal title, description and learning objectives support the content of the proposal
- Commercial influence or product bias is avoided

Most Frequent Reasons Proposals are Declined

- Title inaccurately reflects content
- Learning objectives do not match the sessions description
- Proposal contains incomplete information
- An attempt to pitch a product/service exists

Additional Resources

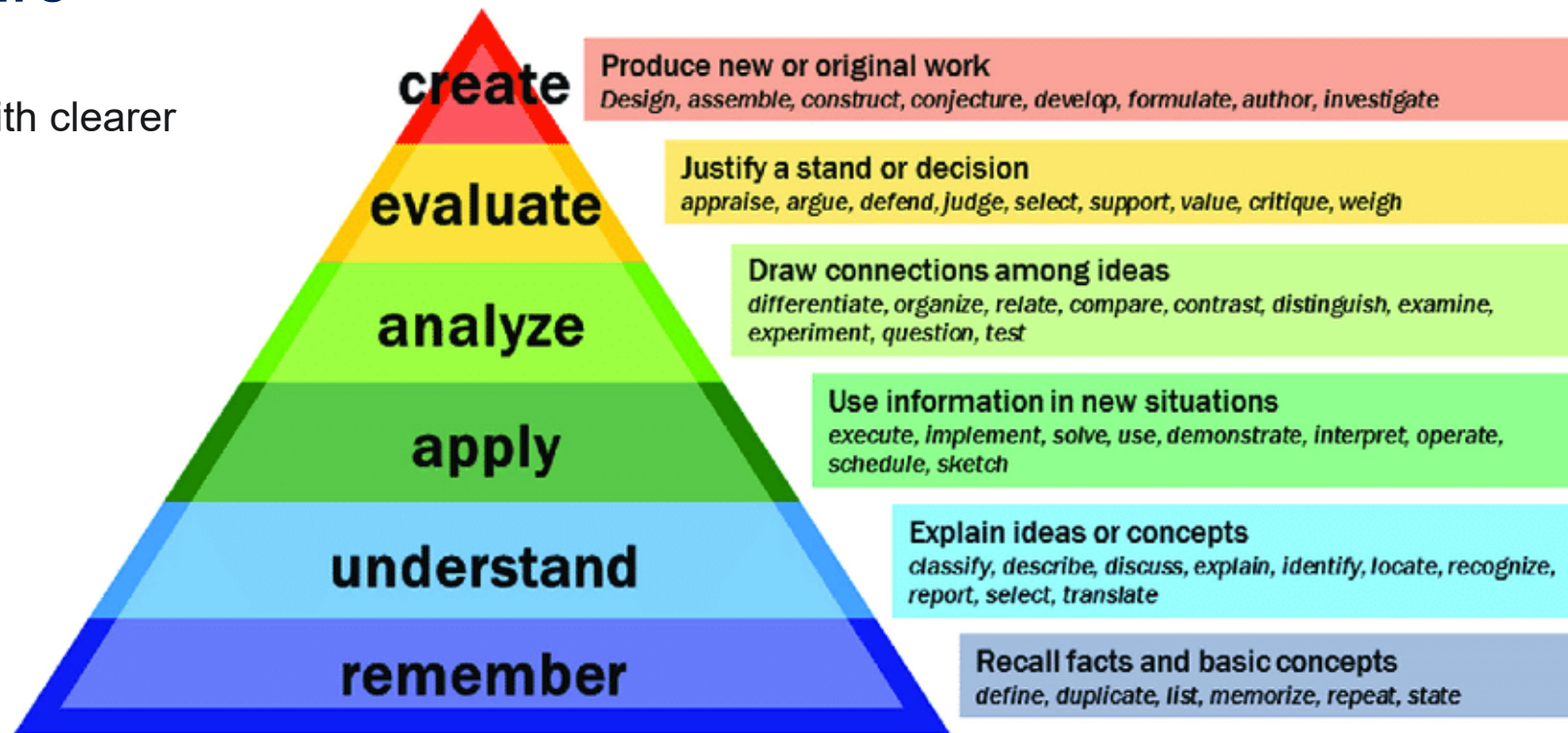
- Revised Bloom's Taxonomy (may be utilized when writing learning objectives)
- PowerPoint Tips
- Speaker Presenter Best Practices

Learning Objective Writing Resource

Revised Bloom's Taxonomy

Provide learners with clearer instructional goals.

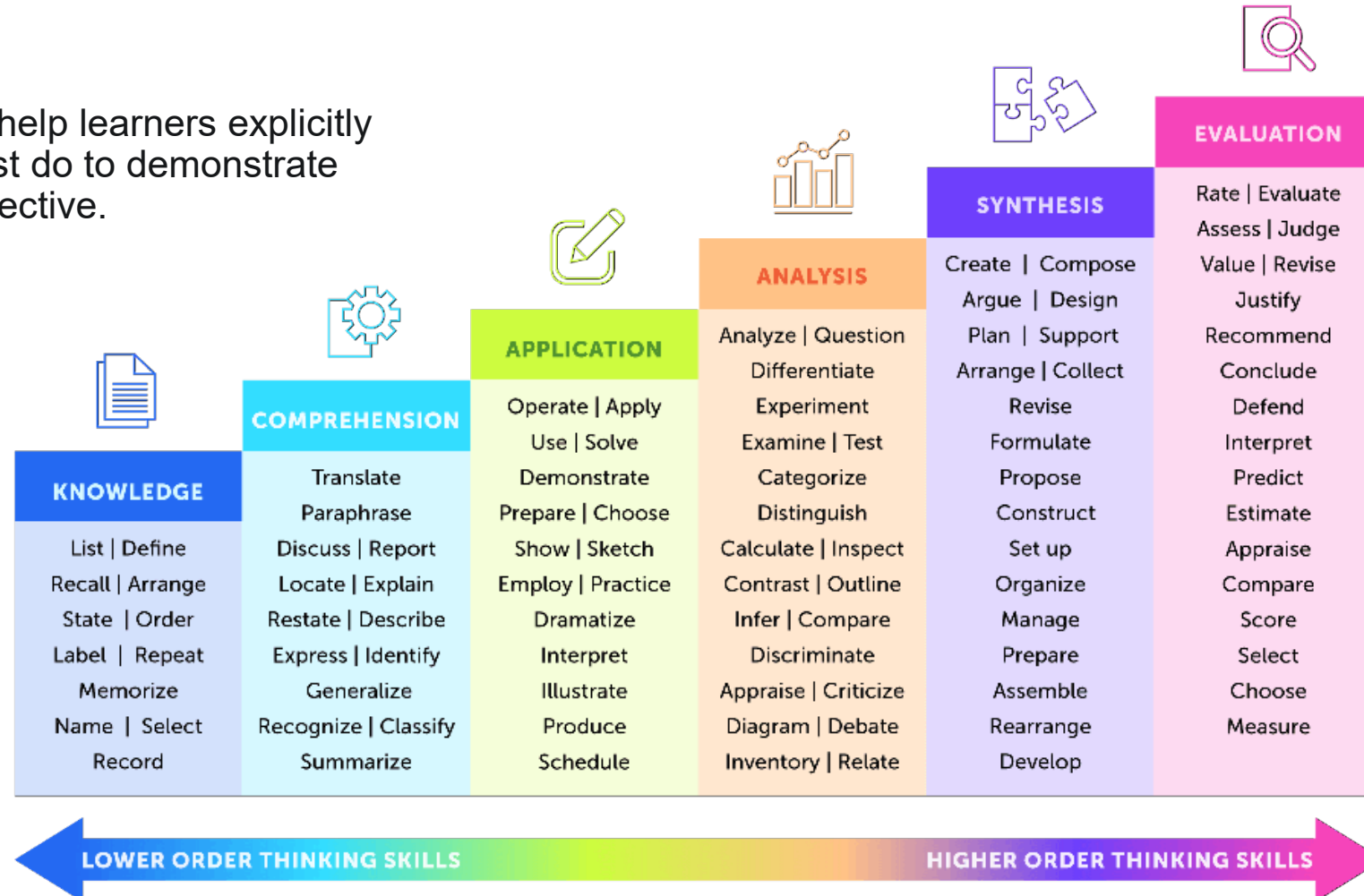
Bloom's Taxonomy



Learning Objective Writing Resource

Common Verbs

Using these verbs can help learners explicitly navigate what they must do to demonstrate their mastery of the objective.



PowerPoint Tips

- Bring a backup copy of your presentation to the session
- Embed graphics and video to share your story visually
- Less is more when it comes to text on slides
- Include your contact information on your last slide
- Recommended Number of Slides:
 - 45 min presentation = 15 slides max
 - 60 min presentation = 20 slides max

Speaker Best Practices

- Know your material
- Rehearse your presentation
- Do not read your slides
- Stay within your allotted time
- Greet your audience
- Speak naturally
- Concentrate on the message of your topic
- Practice makes perfect

Questions?

Please contact:
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