

The background of the slide features a black and white photograph of classical architecture, showing large, fluted columns and ornate capitals. A large, solid blue rectangular box is overlaid on the right side of the image, containing the title text in white.

Second Chances & First Breaks: Cracking the Code to Association Speaking Success

Presented by Laurie Garvey, Senior Director of Conferences, AHLA

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In-Person Conferences



In-Person Conferences



Ten (10) In-Person Conferences Each Year

- In-House Counsel Program (June)
- Annual Meeting (June)
- Tax Issues for Health Care Organizations (September)
- Fraud and Compliance Forum (October)
- Fundamentals of Health Law (November)
- Advising Providers: Legal Strategies for AMCs, Physicians, and Hospitals (February)
- The Complexities of AI in Health Care (February)
- Long Term and Post-Acute Care Law and Compliance (February)
- Institute on Medicare and Medicaid Payment Issues (March)
- Health Care Transactions (April or May)

Continuing Education Credits



- CLE
 - Legal Credits
 - State-by-state requirements
 - Specialty Credits – Legal Ethics/Professional Conduct, Technology, Diversity, Mental Health
- CPE
 - Accounting credits
 - National Association of State Boards of Accountancy (NASBA)
- CCB
 - Compliance Credits
 - Health Care Compliance Association (HCCA) Certification Program

Speaking at an AHLA In-Person Conference

Process of a Speaking Proposal

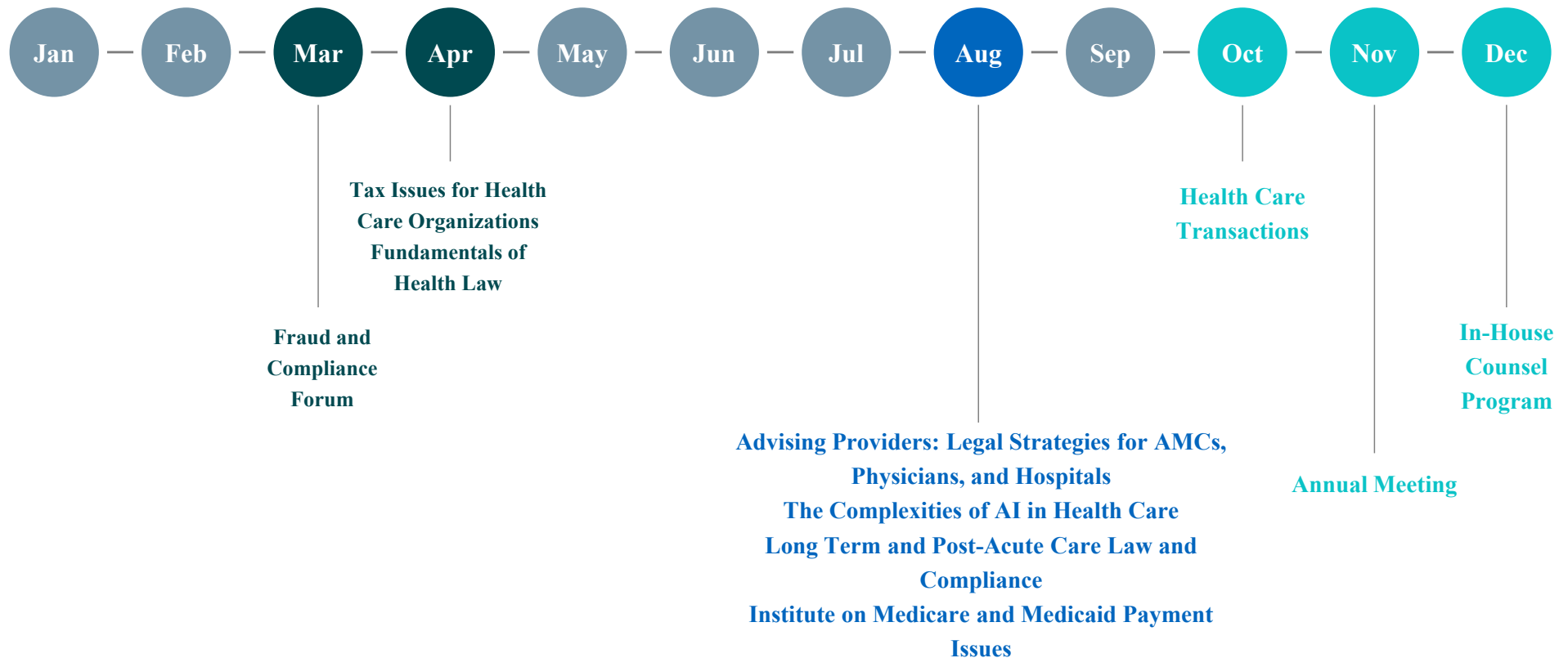


Call for Speakers



Proposal Submission Deadlines

Look for Due Dates for Call for Speakers to be posted each year
americanhealthlaw.org/education-events/call-for-volunteers/call-for-speakers



Build Your Proposal



Building Your Proposal



- **AHLA Speaker Policies**

- No more than 2 speakers from the same firm/organization on the conference
- Do not allow 2 speakers from the same firm/organization on the same session.

- **Your Topic Idea**

- Review the previous year's agenda
- What are the challenges the industry is dealing with, and how can you help solve them?
- Not Too Niche, but Not Too Broad

- **Title and Bullet Points**

- Keep the titles focus on what it is about.
- Keep it to 4-6 bullet points – tell them what you're covering.

- **Co-Speakers**

- Keep panels to 4 or fewer. Sessions are 60 or 75 minutes.
- Keep in mind differing perspectives and professional settings (in-house counsel, law firm, compliance officer, consultant)

- **Session Level**

- Most sessions hit the “intermediate” level of audience knowledge, but we accept topics that hit all levels, basic (primer), intermediate, and advanced

- **Presentation Style**

- Teach learn vs interactive panel vs small group/case study approach

Committee Review



Committee Review



- First Round Review. Second Round Review.
- Proposal can be chosen as is.
- Similar proposals are grouped and reviewed together to evaluate
- Proposals can be combined
- Speaker from one proposal can be added to another proposal
- Time in the review process may vary based on the number of proposals we receive. It could take 3-4 months from when the proposal is submitted until you hear one way or the other.

Proposal Decision



Proposal Decision



- You and your co-speakers will hear one way or the other.
- Committee outreach starts as soon as the agenda is finalized.
- AHLA conference staff will then take over speaker management – communication on topic, deadline dates, logistics, etc.
- Reimbursement Benefits:
 - All speakers receive a complimentary registration to the conference
 - Incidentals (the allowance is based on the length of the conference)
 - Hotel and travel for those who are *in-house counsel, compliance officers, academicians, or government representatives*. We do not cover hotel and travel for those in private practice or consulting firms. The number of hotel nights covered depends on the length of the conference.



“The best way to learn is to teach.”

~ Frank Oppenheimer

Questions

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Educating and Connecting the Health Law Community

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