2021 AMTA Call for Speakers

The AMTA 2021 Call for Speakers is open - Submit your application today!

Submission Deadline: July 23, 2020

NEW! Submissions may be submitted as a PDF document, emailed to education@amtamassage.org, or electronically via SurveyMonkey (add link). Supporting documentation must accompany your submission.

NOTE: There is no limit on the number of proposals a potential speaker may submit for consideration. Please submit one application (via PDF or online form) for every topic for which you would like to be considered for AMTA’s 2021 educational opportunities. All submissions will receive notification, in writing, of the status of their proposal by March 31, 2020. Mac users: Be careful to not use Apple Preview to fill out the form, but rather Adobe Acrobat Reader. Read on for instructions.

Benefits

✓ Exposure to other massage therapists, educators and vendors who share your commitment to educational excellence and high ethical standards.
✓ The ability to promote your participation with AMTA.
✓ The opportunity to share ideas, knowledge, and experience with professionals who range from new to the field to those with years of experience.

Travel expenses for face to face opportunities are covered, including travel, lodging and meals (as applicable). In addition, a modest honorarium is provided.

Questions? Contact AMTA.
Application Guidelines

Audience for AMTA Educational Programming
AMTA represents professional, student and graduate members and school members, all of whom are committed to the highest ethical and educational standards.

Applications submitted will be considered for the following:

- **AMTA National Convention**
  August 19-21, 2021 | Tampa Bay, FL
  1,400+ massage therapy practitioners, educators, and students

  **Session formats**
  - General Education Session (2-4 hours): Accessible to all levels of experience; 2 hour sessions are lecture only.
  - Intensive Workshops (6-8 hours): Intensive, hands-on learning environment that is offered with main Convention education programming, or as a Pre-Convention workshop
  - Teacher’s Day (2-4 hours): Accessible to all levels of experience; Addresses educators and administrators

- **AMTA Massage Therapy Schools Summit**
  February 2021
  100+ attendees each year, including teachers, administrative staff, school owners and continuing education providers

  - Addresses practical issues faced in schools on a regular basis
  - Primary audience can be either administrator/school owner OR educator
  - **Session formats** (1-2 hours): traditional classroom, round table, or panel discussion

- **AMTA Online Course Portfolio**
AMTA’s learning management system allows us to produce high-quality, dynamic online education.

  **Online course format**: Text-based, requiring the ability to produce 15-20 pages of written and properly cited material that will be adapted into an online course. Recommendations for enhanced content through audio, video or images are welcome. Online courses may also appear in print in the *Massage Therapy Journal.*
Checklist for Proposal Submission

1. **Complete the application** via downloadable PDF or via the online form. A completed application has all sections filled out.

   **Important Information regarding the application**

   **Select a teaching style**
   - **Lecture**: History of a procedure or business skills; leading a group in an active discussion; having the audience practice self-care techniques; etc. **Note**: If your proposal is for a 2-hour session, the format must be lecture only.
   - **Hands-on (table required)**: Attendees practice techniques on each other using massage tables. If course includes 75% or more of hands-on teaching, registration will be capped.
   - **Hands-on**: Attendees practice hands-on techniques, but no massage tables are required for the experience.

   **Teaching Assistants (TA)** *(only for face-to-face meetings; no TAs are provided for online courses)*
   - Speakers must secure their own TAs and all TAs are subject to approval by AMTA.
   - All TAs must be licensed and/or legally able to practice the modality being presented in their state of residence.
   - AMTA does not provide any financial support for TAs, unless a class is a *minimum* of 8 hours and 75% hands-on.
   - Even if all of these criteria are met, AMTA has full discretion on approving TAs.

2. **Submit a sample of program content** *(required)*
   It is required that every speaker submit a content outline, a PowerPoint presentation or an attendee handout, that reflects the content of their program (as fully as possible). Convert any document format into a PDF before submission. **Note**: For proposals selected, final presentations and/or handouts (if needed) will be requested at a later date.

3. **Submit all items below that are applicable**
   Combine a copy of all *applicable* documents below into one PDF.
   - Copy of Undergraduate, graduate or any advanced degree diploma
   - Copy of Health care provider license, massage, chiropractic, medical, etc.
   - Copy of Certificate of completion of massage school/program
   - Copy of BCTMB or other national massage certification
   - Copy of BCTMB-approved continuing education provider certificate
Course Topic Ideas

Speaker proposals cover a broad range of topics, including *but not limited to*:

**Business**
- Business management (e.g., financial, legal and/or records retention)
- Client management (e.g., communication, intake and follow up)
- Employer focused topic (e.g., managing employees, being an employee, being an independent contractor)
- Ethics
- Marketing strategies and plans

**Health care**
- Massage practiced within a traditional medical setting
- Special needs clients

**Practical**
- Serving specific populations
  - Aging population
  - Athletes
  - Hospital and hospice patients
  - Managing chronic pain
- Specific techniques
  - Neuromuscular applications
  - Therapeutic applications

**Research**
- Evaluating published research
- How to write case reports
- Research on specific populations (e.g., massage for diabetics) or techniques (e.g., therapeutic or neuromuscular applications)
- Research that you recently published
- Using research to work with other healthcare professionals

**School Topics**
- Teaching Skills
  - Classroom management
  - Conflict management
  - Creative methods for teaching topics like anatomy, physiology and pathology
  - Ethics
  - Motivating teachers and students
  - Using research in the classroom
- Issues Facing School Administrators
  - Alumni development
  - Attracting and retaining students
  - Marketing for schools
  - Student satisfaction
  - Successful placement programs
  - Teacher satisfaction

**Review Process**

Applications are peer-reviewed by a group of committees comprised of massage therapists with experience in education. Committees are provided with the proposals, along with relevant survey and evaluation data to guide them in their decision-making.

All applications are reviewed and considered in relation to the other programming selected by the committees and in light of editorial calendars for our varying publications. From that review, we are able to select the topics that help balance our education portfolio.
Criteria for Selection

Presenters are selected by a committee on the basis of instructor qualifications, instructional content and methods, teaching style, relevance to the profession, and relevance to the conference theme.

More specifically, proposals will be evaluated according to the following criteria:

- Is the application complete? Incomplete applications will not be considered.
- Does the presenter have a thorough knowledge of the subject matter?
- Does the presenter have previous teaching experience?
- Does the program address topics stated in the Call for Speakers?
- Does the outline include relevant research and theories pertaining to the topic?
- Are the learning objectives clearly stated?
- Are the learning objectives attainable given the course length and outline?
- Is the program content clearly stated and appropriate to meet the learning objectives?
- Is the learning environment stated and appropriate?
- Does the handout or sample presentation provide relevant, high quality content?

Speaker Selection Policies

AMTA does not discriminate on the basis of race, creed, color, gender, age, national or ethnic origin, marital status, sexual orientation, or physical disability.

Presenters for face-to-face meetings (National Convention and Schools Summit) will be selected on a rotational basis and may not be eligible to present at the same meeting the following year. Upon selection, speakers are asked to enter into a speaker agreement with AMTA. To ensure quality programming (and that sessions reflect the business needs), speakers may be asked to review the program content with staff and may be requested to make adjustments to the presentation.

Continuing Education Credit

AMTA is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as an Approved Provider of continuing education. AMTA will submit all required documentation to the NCBTMB and to state massage therapy boards, as required, for approved speakers. Additionally, the National Convention’s education programs meet the continuing education requirement for AMTA membership.

For questions about the submission process, please contact AMTA.