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## Speaker Application

### 12<sup>th</sup> Australasian Better Boards Conference

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ADELAIDE CONVENTION CENTRE, AUSTRALIA  
10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> August 2018

The Better Boards Conference organising committee is now accepting original papers and presentations **that address the 2018 conference title and themes.**

The key deliverable of all presentations at the Better Boards Conference is **high-level professional development and practical solutions** for the chairs, board members, CEOs and executives/senior managers of Australasia's not-for-profit organisations.

## An opportunity to be showcased as a thought leader in the not-for-profit sector

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### WHO SHOULD APPLY?

The conveners of the Better Boards Conference 2018 are seeking presenters and speakers who are:

- **Chairs** and **directors** of exemplary NFP organisations, peak bodies, public or private companies.
- Champion **CEOs** and executives of NFP organisations, private or public companies.
- Pre-eminent **academics**, researchers, advisors or consultants.
- Individuals who in their field of endeavour or enterprise who have a powerful and practical message that is aligned to the conference theme and focus areas.

And:

- Have made a very **significant contribution** to the **governance and leadership** of either NFP organisations and/or the industry/sector in which they operate.
- Are key opinion leaders and as such are **articulate, engaging, influential and well-informed.**
- Will use **applied or evidence-based research and/or practical experience** to provide conference attendees with new or enhanced learnings and understandings.
- Can put forward both **robust theoretical frameworks and practical, demonstrated case studies, strategies, processes or tools.**

## Recommend a speaker

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Do you know someone who has a particular area of expertise, knowledge or experience that you believe would be beneficial to the Better Boards Conference audience?

Please fill out this form online to recommend a speaker:

[www.betterboards.net/recommend](http://www.betterboards.net/recommend)

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# Applications must address an aspect of the conference theme and focus:

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## “Customer-centric Governance – Driving Social Impact”

Customer-centric Governance is founded on the recognition that customers and beneficiaries are the *raison d'être*, the reason for being of all NFPs, be they a social enterprise, a community business or a for purpose organisation.

The conference conveners are looking for presentations that will highlight four key principles of consumer-centric governance: *customer requirements, customer journey, customer experience, and customer deliverables.*

Presentations should also enable the conference goals; to ensure that **directors, CEOs and executives** have a variety of opportunities to:

- Enhance their understanding of the **board’s governance roles and responsibilities in relation to customers, eg: duty of skill and care, whistleblowers, disclosure and transparency.**
- Strengthen their knowledge of **strategy, strategic business development, customer-centric positioning of the organisation in a competitive marketplace, customer value propositions, frameworks and business models.**
- **Expand their contacts and networks, capture ideas and opportunities, and improve their market and business intelligence.**
- Gain new concepts, ideas, information and opportunities that could add **significant value and benefit to their board’s and/or organisation’s strategies, projects or undertakings.**

and focus discussions in the following key areas that underpin the conference theme:

- **Strategy and Strategic Business Development**
- **Markets, Customers and Competitors**
- **Productivity, Performance and Profitability**
- **Customer Satisfaction, Impacts and Outcomes**

This is your opportunity to contribute to the leadership of the not-for-profit sector.

What transformational strategies or tactics, practical lessons, innovations or ideas, business/service models or processes can you share to assist not-for-profit directors, to ensure they adopt and successfully implement a consumer-centric approach to their directorship?

## Presentation Format

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Applications will be considered in the first instance for workshop presentations. Duration is approximately 30 - 45 minutes, actual length will be confirmed on acceptance into the conference program. Presentations **must include** a planned segment of at least 10-15 minutes, for questions and discussion with the audience.

## Selection Criteria

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Only submissions that address the conference theme and are consistent with the sub-themes as described above will be considered. The conference committee's decision is final.

The Better Boards Conference participants expect high quality, thought-provoking and practical presentations that either challenge their current thinking and practice, or step outside the square, delivering leading edge ideas and practical solutions.

Presentations must focus on the **board, governance** and/or **CEO leadership level**, and **provide clear actionable outcomes** and practical solutions, processes or tools for delegates.

### Presentations must also:

- Be at an **advanced** level of knowledge (the audience is experienced and has high expectations).
- Be **original** (do not recycle past presentations).
- Promote **discussion**, participant engagement, and interaction.
- Be constructed on **evidence-based** research, case studies and/or industry/organisational best practice.
- Showcase **innovative** or unique practices, **frameworks, methodologies, processes or tools**.
- Clearly detail the **learning outcomes** for delegates.
- Be lively and **engaging**.

**STRICTLY NO PROMOTION OF COMMERCIAL PRODUCTS OR SERVICES.**

Trade displays and sponsorship opportunities are available if you wish to promote a product or service. Please contact Better Boards for a sponsorship prospectus.

## Speaker Application Form

Please complete in block letters. Please print your name, position, organisation, presentation title and presentation description as you would like them to appear in the conference program.

If more space is required for any of your responses please attach a separate document.

The deadline for applications is **Friday 15 December 2017**.

Speaker's Name	First:	Last:		
Position				
Organisation or affiliation				
Speaker's Contact Details	Mobile:	Email:		
	Office:			
Online Presence	LinkedIn:	Other social media:		
	Twitter:			
Publications	Do you publish a newsletter or have an email list? Yes <input type="checkbox"/> No <input type="checkbox"/>			
	If yes, what size?			
	Would you be willing to promote your involvement in the Better Boards Conference to your email list? Yes <input type="checkbox"/> No <input type="checkbox"/>			
Postal Address	Street or PO Box	State	Postcode	
	Suburb/Town	Country		
Dietary or access needs:				
Proposed Audience (circle)	CEOs and Executives		Board Members and Directors	
Proposed Stream (circle)	Governance	Strategy	Board Dynamics	Customer-centricity
Proposed Format (circle)	Interactive Workshop	Information Session	Facilitated Discussion	Product Placement
Presentation Title (10 words maximum)				
Presentation Description (100 words maximum)				
Key Points	What are the 3 - 4 Key Points you will be sharing during the presentation?			
	1.			
	2.			
	3.			

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Main Outcome	What is your number one outcome or take-away for delegates to remember?				
Engagement	Specify any interactive aspects or formats in your presentation: • •				
Original Thinking (Brief description)	What makes your perspective or presentation on this topic unique (rather than what qualifies you):				
Content Level (circle)	1 Basic	2	3 Intermediate	4	5 Advanced
Please Attach	1. Brief biography (100 words maximum) 2. Recent photo (JPEG format, <u>at least 1mb</u> in size)				
Speaking Referees	Contact 1: Contact 2:				
Supporting Links	Links to any online videos of you speaking on this or similar topics, articles you have written or been featured in, or any other material to support your application:				
Equipment	List any specific equipment or setup needed for your presentation:				
Please disclose any commercial affiliations					
Application Video*  (See our quick guide at <a href="http://www.betterboards.net/video-guide.pdf">www.betterboards.net/video-guide.pdf</a> for technical tips.)	<p>Better Boards requires that each application be accompanied with a short video (5 minutes maximum), featuring you as the speaker.</p> <p>You don't have to be Spielberg (something shot on your mobile will be fine).</p> <p>Your video will help the panel to get a better understanding of your <u>fluency on your proposed topic</u>, presentation quality and style.</p> <p>In the video you should tell us:</p> <ol style="list-style-type: none"> <li>1. Your name, organisation or affiliation.</li> <li>2. Why your topic is important, what aspect of the theme it relates to and the key outcome/take-away delegates will get from this presentation.</li> <li>3. What you bring to the Better Boards Conference that is unique.</li> </ol> <p>Please keep your points brief. Your video should be no longer than 5 minutes.</p>				

We recommend uploading your video to Wistia.com  
Wistia offer a free plan and have loads of info on creating a video if you need it. You can use any video hosting that takes your fancy, as long as our team can access the link to view the video.



## Speaker Agreement

- I agree to have the attached abstract considered for inclusion in the program of the 12<sup>th</sup> Australasian Better Boards Conference.
- I agree that I have clearly stated and disclosed any commercial affiliations or product links and type of relationship that I have may have with a commercial entity (e.g. Consultant for ABC Consulting).
- I agree that I will not promote my own or others' commercial products and/or services.
- I understand the paper will be reviewed against standard criteria and may or may not be selected for inclusion in the program. Additionally, the decision not to include the paper may be made for many reasons and is not necessarily any reflection of the quality of the paper presented.
- If selected, I agree to the title and description provided to be printed, to my name and image being published in the Better Boards marketing materials and website, and to my presentation at the conference being recorded and published by Better Boards Australasia.
- If selected I understand that I am responsible for my own accommodation expenses and travel to and from the Better Boards Conference 2018.
- I understand that co-presenters will not be accepted. Any 'assistants' or other people wishing to attend with me will be required to purchase a full-priced ticket.
- If selected I agree to the above conditions and I undertake to provide my final presentation (slides and supporting material) by no later than **5.00pm on Wednesday the 1st August 2018** for:

- a. Facilitating the smooth running of proceedings.
- b. Inclusion on [www.betterboards.net](http://www.betterboards.net) as a record of conference proceedings.

I have read, understood and initialled the paragraphs above on the lines provided.

..... Signature

Speaker's Name (block letters)

Date: .....

### Handouts:

Speakers are advised to prepare and bring any handouts with them for their presentation. The venue does not have facilities to print handouts on demand at short notice. Better Boards can advise the number of seats in your room in June.

### Presentation Titles and Abstracts:

If a presentation title or description is longer than the requested word limit, a Better Boards editor may shorten or modify the words at their discretion to fit the space available for publication. Where possible and time permitting the editor may contact the speaker to confirm the modification.

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**Better Boards will provide accepted speakers with:**

- A nationally recognised platform from which to influence the discussion and direction of governance and leadership in the NFP sector, raise your profile and cement yourself as a thought leader.
- Australasia's largest audience of NFP directors and CEOs, as a result of our national marketing campaign. Over 90% of the attendees are directors or CEOs.
- A venue with world class facilities in the heart of Adelaide.
- Promotional materials about your presentation and the conference that you may choose to distribute throughout your networks.
- Complimentary registration for onsite\* conference sessions, including catering.  
\*excludes the Gala Dinner, the Board Member Innovation Tour, the Masterclasses and the bus component of CEO's Day.
- The largest networking opportunity of its kind in Australasia with other leading directors and CEOs of NFP organisations.
- An edited recording of your presentation, providing there are no technical hitches.
- Photos of you presenting, providing there are no technical hitches.
- The opportunity to submit a relevant article for publication in the Conference Magazine.
- The opportunity to publish an advertisement in the Conference Magazine at a discounted rate.
- The opportunity to submit a relevant article for publication in the Better Boards Newsletter (to an audience of 4,500+ NFP board members and CEOs).

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