

AIFD National Symposium Program Proposal Submission Form Seattle 2017

Instructions:

You must complete the entire application to be considered as a presenter for AIFD National Symposium in Seattle. Where you can provide additional detail, add as much information as is possible to give the committee a flavor of your idea.

We strongly encourage you to outline the designs you plan to create to illustrate the content of the program. Please add an additional sheet to elaborate. The concept for the program is one part of considering your proposal – another huge part is your ability to deliver the program live on stage.

The AIFD Program Standard

Every program presented at AIFD National Symposium must have education as its first priority. To that end here are the guidelines...

- Education over ego.
 - o Content should be focused on teaching something to the audience. (Principles, Elements, design styles, techniques and/or applications.)
- A tone- setting opening that introduces the subject.
- A logical flow of designs and content.
- Commentary that explains the work that was created and techniques used.
- A live design demonstration* on stage within the first 15 minutes of the program.
- A climatic ending.
- Proper attire that expresses a professional image.
- Absolutely no profanity or obscenities.
- Three to five natural references (by name or product) of the program's underwriter.

I agree to comply with the AIFD Standard for my program....

Signature: _____

DATE: _____

*exceptions to the demonstration rule must be pre-approved by the symposium and program chairs.

SECTION 1: CONTACT INFORMATION: (Please print legibly and fill-out all areas. Please provide this information for each presenter involved with the program.)

Name: _____

Mailing Address: _____

Phone: (Daytime) _____

(Evening) _____

(Mobile) _____

Please indicate your contact preference [] Day [] Evening [] Mobile

Fax Number: _____

Email Address (required) _____

Facebook: _____

SECTION 2: PROGRAM SPECIFICS

Proposed Title: _____

Program Presenter (or presenters, if multiple. Must list all.) _____

Program Theme: (ie wedding, party, sympathy, etc)

Have you presented a program at AIFD National or Regional Symposium before?

[] No [] Yes, (specify location) _____

Descriptive Outline of Program: (50-100 words that describe your program concept and its relevance to an AIFD audience.)

What are the educational goals of this program? (Explain at least three techniques, design elements or principles your audience will learn. The AIFD Guide to Floral Design – should be the reference source.)

How does this program fit with the Symposium Theme?

SECTION 3: SPONSORSHIP

Typically, AIFD arranges your sponsorship.

Is there a company that you know would sponsor your program? (Please provide a contact person, phone number and email address for that person.)

What industry company do you think would be a good fit for your program?

SUBMISSION INFORMATION

Please submit your proposal to the committee by March 15, 2016.

Feel free to **INCLUDE SKETCHES AND ILLUSTRATIONS**

Send completed proposal to: Cindy Anderson AIFD, CFD at canderson.aifd@hotmail.com or Wil Gonzalez AIFD, CFD at wil@dragonridge.net.