



The Call for Presentations opens May 25, 2017, and closes June 30, 2017.

[Submit your presentation now!](#)

[Click here for an instructional webinar presented by the Conference Program Chair and Vice Chair](#)

### ATP 2018 Innovations in Testing Submission Guidelines

As ATP continues to emphasize our individual and collective roles in *Leading the Conversation* concerning testing, the 2018 Innovations in Testing Conference will focus on effectively *Communicating the Value of Testing*. We welcome submissions that discuss the societal value of testing and measurement, or that explore methods for communicating and sharing that value with examinees, learning institutions, employers and others. Whether your submission focuses on the value of testing or one of the other session topics discussed below, consider how the information you present can help to communicate the important and positive role testing and measurement play in the lives of individuals, and the benefit to learning institutions, workplaces, and communities across the globe.

**Innovation.** ATP's Innovations in Testing Conference is an opportunity to engage the industry, challenge traditional ways of thinking or operating, and introduce new and cutting-edge capabilities. As the name suggests, submissions should be "innovative" in terms of discussing disruptive technology, stakeholder centric product planning, new measurement methods or research, and new process improvements, or even "innovative" in the sense of traditional topics being presented in a new or unique manner. We encourage you to highlight the innovative nature of your presentation in your submission materials.

**Educational programming.** The educational program for the 2018 Innovations in Testing Conference is built on a foundation of 1-hour Breakout Sessions, 1.5-hour Interactive Workshops, ePoster Sessions, Product Demonstrations, Fishbowl Sessions, Peas in a Pod Discussions, and NEW! this year, *Innovation Debates*. These provide conference attendees an opportunity to learn about innovative testing and assessment research, best practices, process, and procedure enhancements, and practical applications. The Conference Committee is also seeking sessions that cover basic testing concepts for attendees who are new to the industry as well as those covering globally relevant content for attendees whose responsibilities cross one or more country borders.

**Submission process.** Every year, presenters submit ideas on a wide range of innovative topics that are vital to the testing and credentialing industry. To submit your presentation, you will:

- 1) Select a main **Session Topic**;
- 2) Select the **Session Type**;
- 3) Select the desired **room set up** if your Type is a Breakout Session or Interactive Workshop;
- 4) Denote if your session is considered a **Fundamentals of Testing Session** or a **Global Session**; and
- 5) Identify the **ATP Practice Area Division(s)** for which your session is most relevant.

**We have described the process more fully below and encourage you to read the information carefully to increase the chance of your submission being accepted.**

### **Session Topic**

The Session Topic identifies and describes the main idea or primary content focus of your presentation. These include:

- **Value of Testing** (addresses the important benefits of testing and measurement)
- **Trending or Disruptive Technologies** (focuses on groundbreaking or popular technologies that have practical implications in the testing industry)
- **Program Design** (addresses the goals and purpose of establishing a testing program, roles of the different stakeholders within the program, stakes involved, and expected outcomes)
- **Legislation, Policy, and Accessibility** (focuses on legislative mandates, legal and regulatory issues, government policy, and accessibility and accommodations)
- **Measurement and Psychometrics** (covers a wide range of measurement subjects, such as job analysis, item/test development, Item Response Theory, Classical Test Theory, standard setting methodologies, issues of exam validity and reliability, specific areas of measurement research, etc.)
- **Security and Privacy** (addresses topics such as biometrics, data forensics, prevention, protection of intellectual property, detection, and data privacy)
- **Data Analytics and Management** (includes all aspects of the collection, transmission, processing, storage, analysis, and reporting of data, including scores)
- **Business Strategy and Operations** (focuses on the business of testing, including marketing, branding, program management, and building and maintaining relationships with stakeholders)
- **Test Administration and Delivery Models** (addresses methods surrounding test delivery modalities and models, such as paper-and-pencil, computer-based testing, internet-based testing, remote proctored testing, and linear versus adaptive)

### **Session Types**

- **Breakout Sessions:** A Breakout Session is a 60-minute presentation that explores one or more of the Session Topics. Each Breakout Session **must** include a minimum of two presenters from two different companies or organizations.
- **ePoster Sessions:** An ePoster Session is an electronic presentation/demonstration that is displayed on a large monitor and features content consistent with the theme of "Innovations in Testing." A poster session typically lasts about 6 minutes and continually repeats throughout the 2 hours allotted for this special joint reception and session. Attendees are encouraged to review the ePosters while enjoying the Reception with the Exhibitors. Conference attendees will mingle with presenters, so you are expected to stay with your ePoster to discuss your presentation and to answer questions. You will need to bring your own computer to hook up to the monitor.
- **Fishbowl Sessions\*:** Fishbowl Sessions are a dynamic presentation option to draw more audience members actively into the discussion. The room set-up is a key element for Fishbowl Sessions. Several chairs for "presenters" are placed in the middle of a circle – the "fishbowl." The moderator sits in one of those chairs, introduces the topic and invites audience members to take a free chair in the fishbowl if they would like to participate in the discussion. The moderator provides these instructions:
  - People inside the fishbowl can speak at will.
  - If you are outside the fishbowl and want to speak, you take a vacant seat.

- As new participants join the fishbowl, previous participants leave at the most convenient or appropriate time possible.

Once the discussion has concluded, the moderator closes the session and summarizes the discussion.

\*Please note: You will be asked about your level of experience related to this session type when submitting your session. This information will be considered during the selection process. Fishbowl presenters **MUST** be available for a rehearsal on Sunday afternoon prior to the conference. Accepted presenters must plan to arrive in San Antonio by 1PM on Sunday, February 18th.

- **New! Innovation Debates:** In a fast-paced, 60-minute session, speakers will present opposite sides of a debate on a hot topic in the testing industry using the following general format:

Activity	Time
Moderator: Introduction of format, debate topic with high level background, and initial audience polling	5 minutes
Team A: Opening Presentation	6 minutes
Team B: Opening Presentation	6 minutes
Team A: Rebuttal	4 minutes
Team B: Rebuttal	4 minutes
Moderator Questions (2 per team)	10 minutes
Audience solicited Questions (2 per team)	12 minutes
Team A: Closing	3 minutes
Team B: Closing	3 minutes
Moderator: Audience polling and session conclusion	5 minutes

Each *Innovation Debate* should have one moderator and two to four presenters. The submission should include a resolution on a topic and briefly identify each side of the issue to be debated. Debaters need not actually agree with the side they are presenting but should prepare a well-rounded presentation of the arguments for each side. Moderators monitor timing and manage debate flow, ensuring appropriate time is available for audience engagement and polling. Each *Innovation Debate* **must** include a minimum of two presenters from two different companies or organizations.

- **Interactive Workshops:** An Interactive Workshop is a 1.5-hour block of time where participants learn and interact through structured group exercises/participation. Workshops can cover a variety of Session Topics and provide attendees hands-on experience. Workshops must include a minimum of two presenters or facilitators from two different organizations and should plan significant time for attendee interaction.
- **Peas in a Pod Discussions:** Peas in a Pod Discussions are informal, face-to-face conversations with fellow conference goers who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct exchange and exploration of ideas.
- **Product Demonstrations\*:** A Product Demonstration is a computer-based demonstration or presentation showcasing the latest technologies, products, services, or solutions in the testing industry. A Product Demonstration should last approximately 10 minutes and repeat throughout a 1.5-hour timeframe that occurs at the same time as Workshops are scheduled. All demonstrations must be shown via a computer or other technology. A large, flat screen monitor will be provided, but you will be required to provide your own laptop computer.

\*Again, this year, ATP will host a contest during Product Demonstrations! Attendees will be allowed to “vote” for the most innovative Product Demonstration. The winner will receive one complimentary conference registration to the 2019 ATP Innovations in Testing Conference!

- **Innovation Lab.** ATP welcomes innovators and entrepreneurs to apply to be a part of the Innovation Lab. More information and a separate submission form can be found [HERE](#).

### **Room Set-up (applies to Breakout Sessions and Interactive Workshops)**

- **Theater:** Chairs only, in straight rows facing the front of the room.
- **Classroom:** Chairs with tables in front of them, in straight rows, facing the front of the room.
- **Round Tables:** Banquet rounds with approximately 8 chairs around each.
- **No Preference:** Your session does not require any special format or set-up.

*The room setup selected is not guaranteed but will be considered depending on the size of the room.*

### **Fundamentals of Testing**

As ATP seeks to educate more newcomers within the testing industry, it is just as important to focus on the fundamentals of testing as it is to look at new innovations to improve testing. During the submission process, you will be asked to identify whether your session is appropriate to people that are new in the testing industry. Keep in mind that even if you are presenting fundamental information, doing so in innovative or creative ways can increase the likelihood of an acceptance!

### **Global Sessions**

ATP is a global organization, with Regional divisions in Europe, Asia, and India. Please identify if your session will address topics of global interest or include presenters from outside the United States.

### **Practice Area Divisions**

ATP has five Practice Area Divisions: **Certification and Licensure; Clinical; Education; Industrial/Organizational; and Workforce Skills Credentialing Divisions.** During the submission process, please identify the practice area division(s) to which your Session Topic is applicable. More information on each Division can be found [HERE](#).

### **Session Abstract Descriptions**

During the submission process, you will be asked to submit two presentation descriptions. The first is a full description of up to 2,400 characters that will be read by two or more individuals during the review process to determine whether to accept the submission. The second description is a shorter session description of up to 1,000 characters that will be used for marketing purposes, including on ATP's website, and listed in the program book.

The full session description is evaluated based on the following criteria:

- **Clarity:** Are the session's objectives, outcomes, and intended audience described clearly?
- **Relevance and Engagement:** Does the session provide key content to the testing industry and have a significant bearing on the work done by the intended audience? Does it reach audiences in various job roles? For breakouts and workshops, does the description set forth the amount of time that will be devoted to attendee interaction versus speaker presentation?
- **Innovation and Conference Theme:** Does the session provide information or learning experiences that are innovative? Does the session content support the conference theme of communicating the value of testing?
- **Breadth:** Does the session cross two or more divisions?

- **Presenters:** Are at least two or more presenters from two or more organizations listed as presenters?

### **Hot Tips!**

Here are some **hot tips** to remember as you develop your proposal and submission:

- All abstracts submitted for Breakout Sessions, *Innovation* Debates, and Workshops **must** have more than one company represented as presenters, and all presenters must be named in the list of submitted presenters. Submissions that do not follow these guidelines will automatically be withdrawn from the submission system and will not be reviewed or accepted. This rule does not apply for other session types.
- A maximum of **five sessions per company** are permitted at the conference, and a maximum of **three sessions per presenter** are permitted. You are encouraged to submit as many sessions as you wish, but this maximum will be enforced during the acceptance process.
- In order to save your submission, you must complete all of the fields. You will be able to return to edit your submission via the ATP Conference Online Session Submission until **midnight Eastern Daylight Time, June 30 2017**.
- All presenters must attend the Conference on the assigned day of their presentation.
- Presenters must register and pay the registration fee to attend the conference.
- Submissions judged by ATP reviewers to be simply advertisements for products and services or overly promotional in nature will be rated lower and may not be accepted.
- Submissions that include a case study or otherwise demonstrate how the process or technology presented can be practically applied by testing programs are preferred.
- ATP reserves the right to combine session proposals and to balance the number of Breakout Sessions, Interactive Workshops, Innovation Debates, ePoster Sessions, Peas in a Pod Discussions, Fishbowls, and/or Product Demonstrations accepted.
- ATP may edit session titles and abstracts for marketing purposes.
- It will not be possible to guarantee a particular day and time for any presentation.
- Room set-up preferences are not guaranteed. Final set-ups will be based on number of attendees expected to attend the session, session type, and timeslot.
- For questions regarding the ATP Innovations in Testing Conference sessions, please [e-mail](#) us.

### **Additional Opportunities at the Innovations in Testing Conference**

- **ATP Innovation Lab:** The ATP Innovation Lab is back for the 2018 conference! The ATP Innovations in Testing Conference is well known for its high-quality content and for attracting leaders in the assessment industry. The ATP Innovation Lab is a forum designed to showcase inventors and entrepreneurs whose technology, products, or services could be “game-changers” for the industry. Do you think you have a technology, product, or service that is a “game-changer” for the industry? [Apply here!](#)

**[Submit your presentation now!](#)**