



Innovations in Testing 2025 Submission Guidelines

The Call for Presentations opens June 24, 2024, and closes August 4, 2024.

[Submit your presentation now!](#)

[Submit today](#) for the 2025 Innovations in Testing Conference, March 23-26, 2025 in Orlando, Florida, at the Hyatt Regency Orlando. This year's conference theme is **Better Together: Testing the Limits**.

Learn from the assessment industries' leading organizations at Innovations, the testing community conference, uniting professionals from across the globe. Our mission is to share the latest technology and concepts in innovations, foster networking for professional growth, and refresh your expertise. We challenge you to test the limits by showcasing your organization's cutting-edge solutions and sharing research findings to lead the way. Join us in Orlando as we move the industry forward, as together is better.

We welcome presentation submissions designed to bring together thought leaders from across the testing, assessment, and EdTech industry to learn from one another and help advance the industry. The 2025 conference program committee is seeking proposals that:

- Show how organizations can leverage innovation to help advance the industry.
- Discuss best practices with thought leaders from the education, credentialing, workforce, and industrial/organizational markets.
- Learn how new tools and technology can renew or strengthen the value of assessment.

Submission Process

Please submit ideas that are vital to the advancement of the assessment industry. We encourage interested speakers to consider industry changes or best practices that would be of interest to your colleagues such as innovations, regulation, research findings, thought leadership, etc. When submitting you will be asked the following:



1. Select a main **Session Topic**;
2. Select the **Session Type**;
3. Denote if your session is considered a **Fundamentals of Testing Session** or a **Global Session**; and,
4. Identify the **ATP Practice Area Division(s)/Committee** for which your session is most relevant.

Session Topic

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

- **Trending or Disruptive Technologies:** Emerging/novel technologies, new uses for existing technologies, innovative approaches, and disruptive methodologies (process/technology related)
- **Business Strategy and Program Design:** Program policies, growth/marketing strategies, stakeholder impacts, communication, accreditation, and best practices
- **Legal and Policy Considerations:** Ethics, legislation, regulation, guidance, standards, and policies
- **Test Development and Psychometrics:** Content development, psychometric models, item bank management, exam formats (linear, LOFT, CAT, Observational, Labs), advanced item development (rich media, simulations, etc)
- **Security:** Data privacy, fraud prevention/detection/enforcement, data protection, forensics, and data analytics
- **Test Administration and Delivery:** Test delivery methods, standards, stakeholder considerations, and candidate experience
- **Equity, Accessibility, and Diversity:** Inclusive methods/practices (content development, candidate experience), stakeholder considerations, accessibility/accommodations approaches

Session Types

- **Panel Discussion:** A panel discussion is a 50-minute collaborative discussion between speakers to share ways to address industry issues and hot topics. A debate format with multiple presenters may also be submitted under the panel session type. Each panel discussion must include a minimum of three presenters from two or more different companies or



organizations. A session submitted with only a single vendor and no other testing organization represented will **NOT** be accepted.

- **Presentation:** A presentation is a 50-minute session that provides a well-rounded perspective on a topic(s). These presentations can include PowerPoint slides with one to three speakers. Sessions with two or three speakers must have two different companies or organizations represented. Preference will be given to submissions with more than one speaker. A session submitted with only a single vendor and no other testing organization represented will **NOT** be accepted.
 - **Important:** NEW this year, we are offering 2-50 minute back-to-back time slots for a select number of presentations. The 2-50 minutes slots will be divided by a standard break. This allows for sessions that include hands-on learning, workshops, or interactive activities. If you are interested in 2-50 minute slots, please indicate it in the Additional Details section of your submission (see below.)
- **Peas in a Pod Discussion:** Peas in a Pod Discussions are informal 50-minute conversations with fellow conference attendees who share common interests. Pods do not include presentations and do not include projectors or slides. This is all about direct engagement and exploration of ideas. Peas in a Pod Discussions should not have more than two facilitators.
- **Snapshots:** Also NEW this year, Snapshot sessions are quick hit, 20-minute sessions, that focus on a single topic by 1-2 speakers. This session type is intended to provide a speaking opportunity for first-time presenters and those new to the industry. Newcomers may consider partnering with an industry veteran as a co-presenter and mentor.

Details Required for All Submissions:

Fundamentals of Testing

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



Global Sessions

ATP is a global organization, with Regional Organizations in Europe, Asia, India, and the Middle East & Africa. Please identify if your session will address topics of global interest or include presenters from outside of North America.

Breaking Innovation

We realize that many of the technologies presented at ATP are quickly evolving, breaking innovations, and may go through a substantial change between when a session is submitted and the conference. If you feel your session involves a “breaking innovation” please identify it and, if accepted, we will provide you with an opportunity to make session adjustments closer to the time of the conference.

Extended Time

As mentioned above, new this year, we are offering the option of 2-50 minute back-to-back session slots to accommodate longer form content such as hands-on learning, workshops, or interactive sessions. Please indicate if you would prefer 2-50 minute sessions, held back to back (with a standard break) for your session.

Practice Area Divisions

ATP has four Practice Area Divisions: **Certification and Licensure; Education; Industrial/Organizational; and Workforce Skills Credentialing Divisions**. During the submission process, please identify the practice area division(s) and or committee 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 three 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 any program-related listings.

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

- **Clarity:** Does the session submission clearly describe the objectives, outcomes, and intended audience(s)?



- **Relevance and Engagement:** Does the session provide key content for the testing industry and have a significant bearing on the work done by the intended audience? Does it have broad audience appeal?
- **Innovation:** Does the session provide information or learning experiences that are innovative? Innovation is not only technology-based, consider process innovation, etc.
- **Breadth:** Does the session have relevance to two or more divisions?
- **Presenters:** Do presenters represent two or more organizations?

Tips for Proposal Submission Success!

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

- All abstracts submitted for Panel Discussions **must** have more than one company represented as panelists, and all panelists must be named in the list of submitted presenters. Any changes to panelists must be approved by the Program Committee.
- For Presentations, sessions submitted with two or three speakers must have two different companies or organizations. Presentations submitted with more than one speaker are preferred. All presenters must be named in the list of submitted presenters. Any changes to presenters must be approved by the Program Committee. Submissions that do not follow these guidelines will automatically be withdrawn from the submission system and will not be reviewed or accepted. This rule applies only to Panel Discussions and Presentations and not to other session types.
- **Please note our speaker limitations.** A maximum of **seven sessions per company** are permitted at the conference, and a maximum of **two sessions per presenter** are permitted. These speaker limitations **apply to Panel Discussions and Presentations**. This restriction **does NOT** include Invited Sessions, Sponsor Sessions, Snapshots, or Peas in a Pod Discussions. You are encouraged to submit as many sessions as you wish, but this maximum will be enforced during the acceptance process.
- 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, on August 4, 2024**.
- Presenters are expected to register for the conference to attend the conference, book and pay for their hotel room, and provide their laptops for the presentation. You are also responsible for arranging travel and transportation to and from the conference.
- Submissions judged by ATP reviewers as advertisements for products and services or overly promotional will likely not be accepted.



- Submissions that include a case study, data, or otherwise demonstrate how the process or technology presented can be practically applied by assessment programs are preferred.
- ATP reserves the right to combine session proposals and/or change session types, to balance the number of Panel Discussions, Presentations, Snapshots, and/or Peas in a Pod Discussions 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. All presenters must attend the Conference on the assigned day of their presentation.

Additional Opportunities

ATP Innovation Fast Pitch: ATP is excited to announce we will host the 9th Annual ATP Innovation Fast-Pitch – a forum designed to bring to light inventors and entrepreneurs whose technology, products, or services could be “game-changers” for the industry. Do you have a revolutionary offering for the assessment community? If so, submit your technology, product, or service during the call for papers process. We will view the submitted applicants and reach out if we feel your technology, product, or service could be featured during this year’s Innovation Fast Pitch. When submitting, click Innovation Fast Pitch as your session type and answer the questions that follow.

If you have any questions during the submission process, please email atp@canvasmeetings.com. We look forward to your submissions for the 2025 Innovations in Testing Conference!



[Submit your presentation now!](#)

ATP 2025 Call for Papers – Call for Presentation Questions

Session Types:

1. Panel Discussion
2. Presentation
3. Peas in a Pod Discussion
4. Snapshot
5. Innovation Fast Pitch

Call for Presentations Questions:

1. Title of Presentation (For Innovations Fast Pitch submissions, please insert company name here.)
2. Full Description of Presentation (For the selection process only. This description will not be used in marketing efforts or any program listings. Up to 2,400 characters. **(Do not include presenter names or companies in this description.)**)
3. Short Description of Presentation (Please provide a shorter description of your presentation to be used to promote the session to conference attendees. Up to 1,000 characters. **(Do not include presenter names or companies in this description.)**)
4. Please identify the main topic for your submission (please select one):
 - a. **Trending or Disruptive Technologies:** Emerging/novel technologies, new uses for existing technologies, innovative approaches, and disruptive methodologies (process/technology related)
 - b. **Business Strategy and Program Design:** Program policies, growth/marketing strategies, stakeholder impacts, communication, accreditation and best practices
 - c. **Legal and Policy Considerations:** Ethics, legislation, regulation, guidance, standards, and policies
 - d. **Test Development and Psychometrics:** Content development, psychometric models, item bank management, exam formats (linear, LOFT, CAT, Observational, Labs), advanced item development (rich media, simulations, etc)



- e. **Security:** Data privacy, fraud prevention/detection/enforcement, data protection, data analytics
 - f. **Test Administration and Delivery:** Test delivery methods, standards, Stakeholder considerations, and candidate experience
 - g. **Equity, Accessibility, and Diversity:** Inclusive methods/practices (content development, candidate experience), stakeholder considerations, accessibility/accommodations approaches
5. Do you plan to include small group or hands-on learning activities in your session and as a result you would like 2 back-to-back 50-minute time slots??
- a. Yes
 - b. No
6. Does your presentation address the Fundamentals of Testing? (For example, is your presentation focused on content that would benefit a person newer to the testing industry?)
- a. Yes
 - b. No
7. Does your session include content on multinational testing programs or global issues?
- a. Yes
 - b. No
8. Does your session involve a Breaking Innovation? (If yes and it is selected, you will be able to make session description adjustments closer to the conference date to better reflect the evolving innovation.)
9. Session Target Audience by ATP Practice Area Division (Please choose all that apply; to select more than one, please hold the control button)
- a. Certification/Licensure
 - b. Education
 - c. Industrial/Organizational
 - d. Workforce Skills Credentialing
10. Session Objectives (Provide at least 3 goals/objectives for the presentation, including learning outcomes that might be expected for the attendees)



11. Please include keywords that would describe your session. (These keywords could be used for marketing purposes along with filters for attendees to search sessions)
12. By submitting this session, I agree that a minimum of one presenter from this session will attend a training, if required, dedicated to discussing expectations, guidelines, and tips related to my session type.
 - a. I Agree
13. Additional Presenters or Submitters *(Please note - Panel Discussions – must include a minimum of three presenters from two different companies or organizations. For Presentations - sessions submitted with two or three speakers must have two different companies or organizations. This session is limited to a total of four speakers due to the length of the presentation.)*

Innovation Fast Pitch Questions: (these questions will only show up if the submitter chooses Innovation Fast Pitch as the session type.)

1. Company name
2. Briefly describe your product or service.
3. Company website
4. Full name of person submitting application on behalf of the company
5. Role within company
6. Email
7. Company owner if different from above. If not different from above, please answer N/A.
8. How long has your company been in business?
9. How do you see your product/service being used/applied in the assessment industry?
10. What do you think makes your product or service “innovative” to the assessment industry?



Innovations in Testing 2025 Call for Papers Reviewer Questions

1. Do you have a Conflict of Interest with this submission?
 - a. Yes
 - b. No
2. After reviewing the information related to this submission, do you feel you are qualified to complete this review?
 - a. Yes
 - b. No

(Reviewer must answer No to question 1 and yes to question 2 to be able to see the rest of the questions and review that submission. They will have to answer these two questions before each submission they review)

3. Clarity: How well are the session's objectives, outcomes and intended audience described in the abstract? (1 = Not at all described, 2 = Slightly described, 3 = Moderately described, 4 = Very described, 5 = Completely described)
 - a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
4. Significance: How significant is the content of the session to the assessment industry? (1 = Not at all significant, 2 = Slightly significant, 3 = Moderately significant, 4 = Very significant, 5 = Completely significant)
 - a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
5. Alignment: How well does the session align with the conference topic(s) identified by the submitter?
 - a. Not at all aligned
 - b. Slightly aligned
 - c. Moderately aligned
 - d. Very aligned



- e. Completely aligned
6. Innovative: How well does the session provide learning experiences, or offer creative or innovative perspectives (e.g. introducing concepts used in other industries to the assessment industry, sharing creative or innovative approaches to common testing issues)? (1 = Not at all innovative, 2 = Slightly innovative, 3 = Moderately innovative, 4 = Very innovative, 5 = Completely innovative)
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
7. Which ATP divisions do you feel this session will appeal to? (Please select all that apply)
- a. Certification/Licensure
 - b. Education
 - c. Industrial/Organizational
 - d.
 - e. Workforce Skills Credentialing
 - f.
8. What percentage of attendees would this session be relevant to?
- a. A large percentage of attendees
 - b. A moderate percentage of attendees
 - c. A small percentage of attendees
9. Do you feel this presentation addresses the Fundamentals of Testing? (For example, is the presentation focused on content that would benefit a person newer to the testing industry?)
- a. Yes
 - b. No
 - c. Unsure
10. Do you believe this session includes content on multinational testing programs or global issues?
- a. Yes
 - b. No
 - c. Unsure
11. Comments: Please include any comments, including if you would recommend this submission as a different session type.