



## Topic Submission Guidance

The BEATS Conference will consist of 4 different kinds of sessions:

1. Education Director/Event Planner Track
2. Speaker/Instructor Track
3. Joint Sessions
4. Keynote Sessions

Note: Speakers can also sign up for the Main Stage Main audition spots as part of the [event registration](#) if they are still available as spots are limited. You can get more information about the Main Stage and how to prepare it [here](#).

1. Education Director/Event Planner Track - There will be 6 Education Director/Event Planner Track sessions that will be delivered to the education director/event planner room and the goal of the content should be to help an education director/event planner improve their:
  - a. Educational offerings (ex. Hire the best speakers/instructors, build successful events, deliver hybrid courses, etc.),
  - b. Marketing (ex. How to fill their rooms, leverage social media, video, Canva, etc.)
  - c. AI
  - d. Operations, or help them personally (ex. Time management or work-life balance)
2. Speaker/Instructor Track - There will be 6 Speaker/Instructor Track sessions delivered to the speaker/instructor room and the goal of the content should be to help a speaker/instructor room improve their:
  - a. Delivery (ex. Being a better speaker, course building, different delivery techniques, storytelling, interaction, etc.)
  - b. Business (ex. Getting hired & rehired, profitability, growing your SOI/business, getting to bigger stages, etc.)
  - c. Marketing (ex. Social media, video, Canva, etc)
  - d. AI
  - e. Operations (ex. Getting started, speaker processes, speaker tools, etc.)
3. Joint Sessions - There will be 4 Join sessions that will be delivered to a combined room of Education Director/Event Planners and Speakers/Instructors and the goal of the content should be to help both audiences in areas such as:
  - a. Motivational or Leadership
  - b. Commonly used tools (ex. Canva, Google Workspace, Powerpoint, Zoom, etc.)
  - c. Marketing (social media, video, Canva, etc)
  - d. AI
4. Keynote Sessions - There will be 3 Keynote sessions that will be delivered to a combined room of Education Director/Event Planners and Speakers/Instructors and the speaker should be able to captivate the attendees by sharing powerful stories, humor, etc. to motivate & bond the attendees

Feel free to contact us with any questions you may have. The BEATS Team!