



# PRESENTATION APPLICATION

Business Forms Management Association  
[www.bfma.org](http://www.bfma.org) ▪ (402) 216-0479

Symposium ▪ Institutes ▪ Master Series Webinars ▪ CFSP Study Groups

## SPEAKER INFORMATION

FIRST NAME		LAST NAME	
JOB TITLE		PROFESSIONAL DESIGNATIONS	
COMPANY / ORGANIZATION			
MAILING ADDRESS			
CITY		STATE / PROVINCE	
ZIP/POSTAL CODE		COUNTRY	
PHONE NUMBER		FAX NUMBER	
E-MAIL ADDRESS			
I have presented for BFMA before ..... <input type="checkbox"/> Yes <input type="checkbox"/> No			
Days you are available to present during Symposium <input type="checkbox"/> Any Day <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday			
REPLACEMENT SPEAKER (in my absence)		PHONE NUMBER	

## SESSION INFORMATION

SESSION TITLE		
CATEGORY (check one)		
<input type="checkbox"/> Design and Development	TYPE (check all that apply)	
<input type="checkbox"/> Forms Management	<input type="checkbox"/> Lecture	
<input type="checkbox"/> Information Systems / Internet	<input type="checkbox"/> Case Study	
<input type="checkbox"/> Manufacturing / Technologies	<input type="checkbox"/> Workshop	
<input type="checkbox"/> Personal Development	<input type="checkbox"/> Technical Demonstration	
<input type="checkbox"/> Process / Workflow	<input type="checkbox"/> Product Oriented	Name: _____
LEVEL	LENGTH	HISTORY
<input type="checkbox"/> Introductory	<input type="checkbox"/> 1 hour	<input type="checkbox"/> New <input type="checkbox"/> Repeat <input type="checkbox"/> Revised
<input type="checkbox"/> Experienced	<input type="checkbox"/> 1.5 hours	Dates Taught: _____
<input type="checkbox"/> Advanced	<input type="checkbox"/> 1 hour product tutorial (BFMA sponsor only)	_____
I WILL PRESENT THIS CLASS FOR THE FOLLOWING:		
<input type="checkbox"/> Symposium	<input type="checkbox"/> Master Series Webinar	
<input type="checkbox"/> Canadian Forms Institute	<input type="checkbox"/> CFSP Online Study Group	
<input type="checkbox"/> Chicago Forms Conference		

## SESSION ABSTRACT (one paragraph, 150 words or fewer)

## SPEAKER BIOGRAPHY (one paragraph, 100 words or fewer)

I understand that speakers are required to provide handouts for their classes. If accepted, I will submit a minimum of a 2-page paper on my presentation for symposium proceedings. I understand that if I am unable to attend Symposium, it is my responsibility to arrange for a replacement speaker for my session.

Name: \_\_\_\_\_ Date: \_\_\_\_\_



# CALL FOR PRESENTATIONS

Symposium ▪ Institutes ▪ Master Series Webinars ▪ CFSP Online Study Groups

## — SPEAKER INVITATION —

BFMA International, the association for forms and business process professionals, invites you to submit an application to be considered for presentation at events such as the annual symposium, institutes, webinars, and other educational opportunities.

Presentations are accepted for topics related to forms and business process. Classes at advanced levels are particularly desired. To provide the Program Council with a variety of choices to develop a balanced program, multiple submissions for various topics are encouraged.

### ▪ **Forms Institutes**

These are held in various locations in the US and Canada. They include similar topics as Symposium, with content tailored to the interests of local forms professionals.

### ▪ **Master Series Webinars**

The Master Series curriculum is preset by BFMA. To learn which sessions are available and to receive the appropriate session description to use on the application, visit BFMA at [www.bfma.org](http://www.bfma.org) or call (402) 216-0479.

### ▪ **Certified Forms Systems Professionals (CFSP) Online Study Groups**

The study group curriculum reviews four fields of knowledge: process workflow analysis; design and development; technology principles; and forms management. This is a weekly online series held twice a year.

If your application is selected for presenting you can:

- contribute to the forms profession;
- increase your visibility and credibility with fellow professionals;
- establish yourself as an expert in your field;
- open doors for professional and economic advancement.

## — SPEAKER PRIVILEGES —

Presenters will receive a complimentary event registration, excluding meal events at symposium. In addition, presenters at symposium will receive a complimentary Symposium Proceedings.

Note: Complimentary event registrations will be awarded to no more than one speaker per session. If a second presenter is required, his/her qualifications and an explanation of the need for multiple presenters should accompany your application.

## — SUBMISSION PROCESS —

Your application must include:

- A 100-word biography including recent speaking engagements.
- A 150-word description of your presentation topic and a working title.
- The name and phone number of a replacement speaker, should you not be able to fulfill your speaking obligation.

**Electronic submission** of application is preferred. E-mail to: [bfma@bfma.org](mailto:bfma@bfma.org). If your application is submitted by fax or mail, your speaker biography and session description must be submitted by e-mail as a MS Word document.

Speakers will be notified of their application acceptance.

## — PUBLICATION —

Speakers are required to provide a minimum of a 2-paper for the Symposium Proceedings and the BFMA web site. Guidelines will be provided if you are selected to be a conference speaker.



# AREAS OF INSTRUCTION

## Design and Development

- Design Elements: graphics, typography, caption placement, spacing, specifications, automated processing
- Plain Language: designing for the customer
- Graphical User Interface: industry design standards, design to database interfaces, automated programming, application development
- Techniques: general layout principles including zoning, balance, presentation style, spacing, paper and electronic integration, postal considerations, records and data retention considerations, testing and review

## Forms Management

- Work Skills: consultations, cost benefit analysis, interviewing, training, presentation, negotiations, prioritizing and scheduling, project management.
- Administration: identification systems, version control, security issues, management reports, operating procedures, records and data retention, filing systems, obsolescence
- Procurement: supplier relationships, product evaluation, quotations and proposals, contract negotiation, trade customs
- Inventory Management: automated systems including bar coding, Just In Time and freight optimization, forms fulfillment, print-on-demand, warehousing and distribution, inventory control

## Process / Workflow

- Project Management
- Assessment of project scope
- Fact Finding: questions, methods, basic business functions, customer needs
- Data Organization: process charting/mapping, recurring data analysis, pareto analysis
- Analysis: questions, methods, interviewing techniques, usability studies (paper and electronic)
- Recommendations: preparations, presentation
- Implementation: Implementation plan, installation, documentation, training
- Follow-up: evaluation and monitoring

## Personal Development

- Techniques: workgroup development, customer service, presentations, negotiations, training, team player, stress management, diversity, conflict management

## Manufacturing Technologies

- Forms Manufacturing: products, materials, methods (prepress, press, flat sheet, web press, bindery, post processing)
- Electronic Technologies: electronic print applications, digital demand printing, recognition systems (MICR / OCR / OMR), post processing, data merge printing.

## Information Systems / Internet

- Internet / Intranet: thin/thick client, desktop vs. web, HTML, XML, JAVA, web master, web management, state of electronic signatures since Esign and UETA
- System Architecture: hardware, operating system, networks, communications systems, application software, database development, firewall

## Hot Topics

We welcome new courses on hot topics.

Requests have been received for sessions on:

- Best Practices in Forms Management
- Business Process Analysis and Mapping
- Calculating ROI
- Centralized Forms Management
- Converting from one software to another
- Developing an RFI / RFP
- Developing Long Term Strategies
- Establishing Policies and Procedures
- Form Design Principles
- Form Management Databases
- Form / Negotiable Check Security
- Form Professionals' Skills and Responsibilities
- Form Standards
- Forms and Records Management Relationships
- How to Work Successfully with IT
- Multi Language Forms
- Open Standards
- Paper to Digital / E-forms
- Printing Processes
- Selling a Forms Program to Upper Management
- Usability: both Paper and E-forms