Philadelphia AFP Speaker Proposal Guidelines

The Philadelphia Association for Financial Professionals (PAFP) is always on the lookout for qualified speakers to present at one of their in-person or virtual events. Preference is given to teams that include speakers from both financial institutions and corporate practitioners and are on a topic that is of current interest to treasury, finance, and accounting professionals. Sessions are informational/instructional and are not sales pitches for any product or service.

Presentations should run about 50 minutes, with a 10-minute Q&A session at the end of the presentation.

How to Submit a Proposal

Proposals are submitted through the PAFP website. Go to www.phillyafp.com and click on the SPEAKERS link in the navigation bar to access the proposal submission form. E-mail any questions to: education@phillyafp.com.

Proposal Guidelines

Please provide the following information:

Session Title (10-word limit)

Topic Description – Include a brief description (75-word limit) of the topic content including what will be covered, what the attendees will learn and support for the presentation level you are proposing.

Presentation Level – please specify if the session will be basic, intermediate, advanced, or executive level.

Basic
Sessions in this track are designed for attendees with lower experience levels who are looking for a basic understanding of the subject matter.

Intermediate
Sessions in this track are designed for attendees with a wide variety of experience levels. The subject matter should be designed for practical application and should only include a minimal amount of material at the Basic level..

Advanced
Sessions in this track are designed for attendees with significant experience in the subject matter, but who are interested in new developments, a higher level of understanding and/or more detail understanding.

Executive
Sessions in this track are designed for executives with extensive experience. These sessions may be an executive summary of new developments in an area of corporate financial management, and/or a high-level technical discussion. This track is designed for the experienced, senior level treasury, finance, and accounting professional who wants to delve deeper into higher-level topics.

Contact Information – please provide name, email, and phone number for the primary contact person.

Speaker Information – for each speaker, include the name, title, organization, phone number, and email address. Also include biographical information (50-word limit for each speaker) which includes current responsibilities, career history, education, and professional credentials.

Q and A Periods are encouraged at all sessions since they address attendees' specific needs and are an excellent learning tool. Speakers may either accept questions during the presentation or wait until the end of the presentation.

Potential Areas of Interest

Banking and Relationship Management Topics that cover corporate banking challenges and/or opportunities.

Banker Topics Designed for bankers and financial service providers.

Card Payments Includes topics on how card programs can cost-effectively and efficiently disburse funds, improve money management, add flexibility, and control funds usage and tracking.

Corporate Finance Short and long-term financial management topics including borrowing strategies and vehicles, financial planning and analysis, and capital structure.

Fraud and Compliance Addresses compliance with regulatory requirements and current threats within banking/treasury systems.

Insurance Business risk and insurance.

International Treasury Management International operations and management including risk solutions, price changes, payments, cash management, and global financial management trade.

Investments and Liquidity Management The latest information for maximizing yields and portfolio returns and setting short and long-term investment goals. Tips and techniques for budgeting, cash forecasting and ensuring adequate funding for your operations is available.

Professional Development Strategies to keep your career on track and continue to enhance your marketability.

Risk Management Foreign currency and interest rate risk management.

Treasury Management Essentials Explores a wide variety of global treasury situations and solutions including card programs to cost-effectively and efficiently disburse funds, and the latest trends, best practices, and integration options to achieve seamless transaction processing.

Treasury Technology Innovative technologies in the treasury and financial industry that create new and improved financial services for companies and users. Some examples include FinTech (APIs, process automation, artificial intelligence, computer software), disruptive technology, POBO/ROBO, blockchain, digital wallet, cryptocurrency, cybersecurity, machine learning, robot advisers, etc.

Working Capital Management Trends and best practices to drive efficiency and maximize your working capital.