



## Call for Presentations

WCMA & MMPA Fall Tech Ed & Plant Tour Program  
September 22-25, 2019  
New Orleans, LA

The WCMA, in conjunction with MMPA, has opened their Call for Presentations for the Fall Tech Ed & Plant Tour Program being held in New Orleans this fall. The planning committees will identify potential educational sessions for the event and would like to offer you this unique opportunity to share your innovative ideas with WCMA/MMPA members. By sharing your expertise on the latest developments within your companies, you will also increase your visibility at the event.

Please submit your synopsis for a 30-45-minute presentation to educate the manufacturing attendees on new technology, products, concepts, etc., in your field. The presentations will be reviewed by the Education Task Leader along with his support team. Presentations will be selected on their overall educational content, timeliness/topical interest, etc.

There are a limited number of speaking slots during the Fall Tech Ed Program, and slots will be filled on a first come basis, after review of the outline. Presentation proposals, which sum up to be an advertisement of the submitting company and its products/services, will not meet the content level necessary for selection. The speaking slots to be filled are for Tuesday, September 24, 2019.

Presentation Outlines are due by: Friday, May 24, 2019. See below for an example.

Send your synopsis to: [kelli@wmmpa.com](mailto:kelli@wmmpa.com) and [amy@wcma.com](mailto:amy@wcma.com)

Important: Full registration for the Fall Tech Ed Program is a requirement to speak during the event. You do not have to be registered prior to your submission, but once selected, the speaker must register. **See below for examples.**





### **Synopsis Submission Example**

**Speaker(s):** Claus Staalner

**Company:** Brookhuis America, Inc.

**Length of Program:** 40 minutes

**What attendees will learn:** Quality Control, process control, and why/how to use in-line moisture meters.

**Title / Content:** In-Moisture control and why to use in-line moisture meters – What’s in it for me?

This type of presentation would work well in conjunction with a rough mill or optimization/finishing presentation. The discussion would be around quality control, process control, and detailed information about the drying processes.

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### **Synopsis Submission Example**

**Speaker(s):** Gene Gray and Bob Black

**Company:** New Education, Inc.

**Length of Program:** 40 minutes

**What attendees will learn:** How to Attract/Retain Customers While Competing in the New Age of Free Everything

**Title / Content:** How to Educate with Social Learning

Introduce the new rules of online learning that take us from a world where information transfer is considered learning to a new world that allow participants to have a truly meaningful learning experience.

There has been a great deal of discussion around the distinction between information transfer and true learning. Many refer to webinars and webcasts as online learning, when in fact, this session will challenge that misconception. Information transfer and learning are not the same thing, but most are challenged with ideas on how to improve the online learning process. Following the concepts in Dr. John Medina's book, "Brain Rules", we will engage session participants while designing a true online learning program consisting of on-demand content, community interaction and live events.

The audience will provide their ideas and the presenter will facilitate a discussion led by examples of some real world online-learning successes. Objectives include:

- List challenges your organization faces with pay per view online learning
- Identify what can be done to change the quality of existing online learning
- Design an online learning program that can effectively compete with simple free/inexpensive content

