



*Globally Trusted Food Safety and Quality Certification*

**CALL FOR CONFERENCE PRESENTATIONS  
PROPOSAL GUIDELINES AND APPLICATION**

**2011 SQF International Conference, St Louis, MO, November 8-10, 2011**

**Deadline: June 24, 2011**

**Submission Email: [abondthorley@fmi.org](mailto:abondthorley@fmi.org)**

The Safe Quality Food Institute (SQFI) is dedicated to providing conference attendees with the most relevant and valuable education experience. We invite you to share your expertise and experience with food safety professionals in the food manufacturing, processing and retailing industry at our 2011 SQF International Conference. Please review these guidelines and submit your proposal via email no later than June 24, 2011.

**Audience**

Food safety professionals in the food manufacturing, processing and retailing industry at all levels of the supply chain and from companies of all sizes.

- Representatives from companies who wish to enhance their current program
- Individuals who are developing or beginning to implement their food safety program
- Auditors and consultants

Attendees are experienced and knowledgeable in the food safety field. They expect education that provides cutting edge ideas, current information and the highest level of expertise.

Audience size for general sessions is around 300 people and around 70-100 for breakout sessions

**Strategic Areas of Focus (as defined by the planning committee)**

- Food Safety Culture
- Traceability
- Small Business Case Studies
- Ethical Sourcing
- Food Defense
- Consumer Insights
- Impacts of a Food Safety Recall
- Food Safety Requirements for Brokers and Importers

**Conference Format**

The conference education program consists of 7 general sessions and 15 breakout sessions. General sessions must offer education that will appeal to a universal audience consisting of attendees who have already implemented a food safety and quality certification program as well as those who are interested in doing so. Breakout sessions are targeted towards 3 different audiences – those that are already using the SQF system and are seeking to enhance it, those that are new to third-party certification and food safety professionals (auditors and consultants).





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## **Benefits**

Sponsorships, honorarium, hotel accommodations and other expense reimbursements are awarded at the discretion of the SQF Institute and are limited in scope.

The following benefits will be enjoyed by all speakers:

- Increased visibility and credibility as a subject matter expert within the food safety field.
- The opportunity to share ideas, knowledge and experience with health and wellness professionals in the retail industry.
- Promotion in conference marketing materials
- Contribution to furthering education in the food safety industry

## **Speaker Responsibilities**

All speakers are required to submit their final presentation to SQF by October 24, 2011 so that the material can be reviewed, approved and posted to the SQF website or included on a CD/USB drive (providing permission to post has been granted).

## **SQF's Non-Commercial Policy**

Attendees at SQF's conferences are seeking valuable education sessions and are critical of presenters or sessions that are self-promotions. SQFI therefore mandates that presenters may not use a conference session for commercial sales pitches or self-promotion. Presentations should advance the educational process; sales pitches do not and are therefore not acceptable.

## **Selection Process and Criteria**

- Proposals must be submitted by June 24, 2011 to [abondthorley@fmi.org](mailto:abondthorley@fmi.org) and be accompanied by the application form and a short biography.
- Proposals will be reviewed by a selection committee consisting of SQF affiliates (suppliers, retailers and service providers) according to the following core criteria: timeliness and appropriateness of subject matter, practical application, qualifications of presenter, presentation learning objectives and previous references. Preference will be given to proposals that are in alignment with one, or more of the strategic areas of focus listed above. Only presentations offering a vendor-neutral session will be considered. Scheduling for general sessions and break out sessions will be at the discretion of the committee.
- SQF reserves the right to request / make modifications of content prior to acceptance.
- SQF will respond to all proposals selected by the committee within 6 weeks. Presenters will be notified only of their acceptance.
- Should your session be accepted, the SQF and/or FMI staff will contact you to confirm session date and time, logistics and confirmed speakers. If you have any questions, please don't hesitate to contact Amanda Bond-Thorley at 202.220.0606 or [abondthorley@fmi.org](mailto:abondthorley@fmi.org)





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## 2011 SQF International Conference - Proposal Application

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Number of presenters:**    Sole Presenter                       Co-Presenter                       Panel (3+)

**Delivery Format:**         One-way         50% audience interaction         100% audience interaction

**Session Title:**

**Session Description:**

**Learning Objectives:**

- 1.
- 2.
- 3.

**Strategic Area of Focus:**

**Target Audience:**

- Companies who have already implemented an SQF program
- Companies seeking to implement a third party certification program
- Food Safety Professionals (Auditors / Consultants)

**Permission to Post**

Do you give SQF permission to post your presentation (as a pdf) on the SQF website?

- Yes (please give further details)                       No

**Expenses:**

Do you require fees / compensation for this presentation? Please note: All fees/compensation are awarded at the discretion of SQF and are very limited in scope.

- Yes (please give further details)                       No

Please include a copy of your biography and email to [abondthorley@fmi.org](mailto:abondthorley@fmi.org)

