

Key Conference Request for Proposals (RFP) Application Guide

Applications for concurrent sessions are due by September 16, 2024

This document is a guide for individuals submitting a concurrent session presentation at the 2025 Annual Key Executive Leadership Conference on January 8, 2025, at the American University Washington College of Law in Washington, DC.

About the Annual Key Executive Leadership Conference

The Annual Key Executive Leadership Conference is a continuing professional development service to Key students, alumni and the greater public service sector in the DC metropolitan area. Though most in our audience come from the federal government, some are from private consulting firms and non-profit organizations. This event allows participants to explore industry trends and best leadership practices, culminating into a celebration of public service and looking toward the future of leadership excellence. We expect that in January 2025, a safe space will be crucial for engaging in challenging dialogue and hot-topic discussions. We hope to provide a rigorous yet energizing forum that will inspire and prepare our leaders to approach challenges with a 'how-to-be-great' mindset.

The 2025 Annual Key Executive Leadership Conference theme is Celebrating 50 Years of Key, as the Key Executive Leadership Programs kicks off a year-long celebration of a half-century of educating our nation's public servants and leaders.

*Please see the last page of this document for the conference focus areas and their associated ideas.

What You Will Find in This Guide:

- [About the RFP Application](#)
- [Application Recommendations](#)
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- [Application Components](#)
- [Idea Board](#)

Questions or need more information? Please email key@american.edu, Subject Line 2025 Key Conference RFP
[Visit the Key Conference Website](#)

About the RFP Application

Please be sure to answer all parts of the survey for consideration. The RFP will close on September 16, 2024.

If you are selected, you will:

- receive complimentary registration and parking for the full Key Conference
- connect with executives from across the federal government
- become a part of our network of 30,000+ members
- be the first in-line for future partnership opportunities with Key
- receive concierge support throughout the conference preparation process
- participate in promotional opportunities leading up to the conference

Strong RFP applications include:

- clear practical skills for executives
- immediate takeaways that can be used in the workplace the next day
- an understanding of the audience and their leadership needs
 - mostly federal managers and executives, who are looking for practical executive skills and advanced insights and tools
- a video sample of a past speaking engagement
 - if you do not have a video sample, please contact us at key@american.edu

Key Topics

Below is a list of preferred focus areas for the Key Conference. Your session is not required to address one of these topics, but preference will be given to those that do. For more information, please review the [Idea Board](#) at the end of this document.

- Power Potential
- Servant Leadership
- Civility Now
- Complex Change
- Service Reimagined

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About the RFP Application Platform [Updated]

The Request for Proposals (RFP) Application is completed on the online Survey Monkey platform. The application form is set up so that applicants work on their application over time. Once you are ready to begin the application, you can access it electronically and save your progress. After your application is submitted, you will see a confirmation message on the platform. *If you need to make a change to your proposal after it has been submitted, please email key@american.edu with the following subject line: 2025 Key Conference RFP Application Update by 11:59 pm ET on September 16 including the desired updates.*

Key Conference RFP Application

Application Components

- **CV/Resume**
(.doc, .docx, or .pdf)
- **Presenter Bio**
Please limit to 200 words or less. (.doc or .docx format)
- **Professional Photo**
A professional-looking photo in .jpg or .jpeg format -300 pixels is ideal. Please make sure that the photo is high-resolution.
- **Social Media Profiles (if applicable)**
LinkedIn, Twitter, and YouTube, Speaker Website
- **Session Title**
Please limit to 12 words or less.
- **Session Outline**
Your outline should include a run-of-show timeline, detailed information and key takeaways about what you will discuss in your session to give the Selection Committee a clear idea of the content and layout of your session

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- **Session Description**

This should provide an overview of what attendees should expect to experience in your session. If your application is selected, the session description will be used to promote your session.

- **Session Objectives**

This bulleted list should provide a high-level view of what attendees should expect to take away from attending your session that will be applicable in the real world. If selected, the objectives will be used to promote your session.

- **Video Sample of Past Speaking Engagement**

- **Delivery Method**

You will need to identify what type of delivery method you will use for your session.

Presentation with Q&A: a classroom-style instructional session conducted by leaders from a single point of view.

Facilitated Exercise: an interactive session featuring exploration and manipulation of technology, materials, and/or resources. Hands-on sessions encourage audience participation and engagement with concepts, ideas, role plays, and implementation strategies to better understand and develop practical application of session content.

Panel with Q&A: an interactive session featuring several presenters who share ideas, viewpoints, and experiences on key topics and issues. Panel sessions are designed to cultivate increased understanding and advance knowledge on a particular subject through the sharing of different perspectives. Questions and comments from the audience are welcome.

*Please see below for the conference Focus Area Idea Board.

Idea Board

<i>Power Potential</i>	<i>Servant Leadership</i>	<i>Civility Now</i>	<i>Complex Change</i>	<i>Service Reimagined</i>
<ul style="list-style-type: none"> • Developing those you manage • How to be an effective mentor • Building tomorrow’s leaders with the talent you already have • How to be a leader who fosters inclusion and belonging • Retention, Recruitment, Promotion • Keeping the Workforce Engaged, Challenged and Committed to Mission • Moral Leadership – Standing Up for What’s Right for Your Workforce and Organization 	<ul style="list-style-type: none"> • Workforce Performance – Leveraging Performance Reviews, FEVS • Employee Engagement • Leveraging emerging technologies while nurturing the human experience at work • DEIA and Organization Missions – What does the data say • Leading a Holistic Talent Management Process • Leading and Creating a Well Organization 	<ul style="list-style-type: none"> • How to create and facilitate civil discourse • Navigating Polarity among a Team as a Leader • Working across administrations • How do you communicate and inspire during moments of disruptive change 	<ul style="list-style-type: none"> • Security & Technology – AI, Integration and Governance • Climate Change and Natural Disasters – How do they impact mission and the workforce? • How do you communicate and inspire during moments of disruptive change • Innovation and Failure – Setting Up Your Organization for Success • An Alternative to Creative Destruction • How to manage underfunding in your agency and still meet mission success 	<ul style="list-style-type: none"> • Using social media to build the workforce, raise awareness about career opportunities and agency mission • How to make public service a desirable career path • Workforce Ecosystem & Environmental Impact – sustainability and how the workplace functions • Everyday Champions - the revival of public service passion • Heroic Horizons - reclaiming your public service calling • Understanding Imposter Syndrome

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