ACP25 Session Spark Guide

What happens after I pitch?
The ACP Board will review all pitches and recommend sessions for the conference. Additional topics or speakers may be added to ensure diversity and address current news. All submitters will be notified by mid-December 2024.

Who can submit a proposal?
Anyone! We encourage professionals across industries and journalism enthusiasts to submit their ideas.

Can I submit if my idea promotes my company?
Session Spark does not accept promotional submissions, but you can explore sponsorship opportunities on our website.

What makes a good proposal?
Be specific. Proposals with clear audience benefits, thoughtful speaker ideas, and detailed session formats are preferred.

Do I need confirmed speakers?
Not all speakers need to be confirmed, but ensure potential speakers know you've listed them. ACP will help finalize speaker selection.

If selected, what happens next?
ACP will collaborate with you to refine the session and select additional speakers if necessary. Preparation is key to a successful session.

What does ACP pay for?
Invited presenters receive complimentary ACP25 registration. However, travel, lodging, and other expenses are not covered.

Tips for Pitching:
- Be **specific** about content, format, and attendee benefits.
- Keep your **audience** in mind—what will they gain?
- Propose **new speakers and ideas** relevant to 2025 and beyond.
- Be **realistic**: ACP covers registration but not travel or lodging.
- Prioritize **inclusivity** and practical learning.
- Focus on **engaging the audience** in the physical conference setting.
- Ensure your session delivers **immediate value** to attendees.