ARMA INFOCON 2025 CALL FOR PROPOSALS

Calling all ARMA InfoCon Presenters!

Be a part of the action by presenting your skills and best practices to the finest in the profession at ARMA International's InfoCon 2025, at the **Phoenix Convention Center** in Phoenix, AZ on October 19-22, 2025.

About ARMA International

ARMA International is a not-for-profit professional association and the authority on information governance (IG) and records and information management (RIM). RIM is broadly recognized as the foundation of effective information governance, which makes ARMA International a leader in information governance as well as RIM. The association was established in 1955. Its members include records and information managers, information governance professionals, archivists, corporate librarians, imaging specialists, legal professionals, IT managers, consultants, and educators, all of whom work in a wide variety of sectors, including government, legal, healthcare, financial services, and petroleum in the United States, Canada, and more than 30 other countries around the globe.

InfoCon Audience

InfoCon brings together an international community of Information Management Professionals that share experience, expertise, and connections. Attendees represent more than 16 countries and over 450 organizations, making InfoCon the PREMIER information management conference in the United States. Attendees represent professionals and practitioners at all levels of experience across multiple sectors, including government, education, healthcare, finance and more.

Selection Criteria

The selection process follows a rigorous review of every finalized submission. Incomplete submissions will not be reviewed. ARMA InfoCon sessions should have a measurable impact and lead to workplace results for the participants. Emphasize the *application* of the concept or solution presented, using case studies, exercises, and tools that enhance the learning experience. Participants want real-world examples of what works, as well as practical takeaways.

Reviewers will look closely at the submissions for these criteria:
- Topic and purpose – must align with the conference theme, prescribed content categories, and proposed topics
- Learning objectives – to confirm they are results-oriented, real-world, and realistic
- Originality – introduce new constructs or concepts that broaden attendees' ideological understanding and lend important new contributions to the field
- Quality- meet high professional quality standards and have an evidence-based approach based on current literature, data, case studies, or other findings
- Relevance – must address relevant matters in IG and help attendees understand future or existing challenges, enabling them to formulate effective IG strategies within their organizations
- Use of performance tools, job aids, case studies, and examples, including but not limited to diagrams, tool kits, checklists, questionnaires, and more.

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Additional Information
Presenters will agree to the following stipulations during the submission process:

a. Presenters will be required to sign a speaker agreement.
b. Presenters will not promote products or services. If presenters would like to be considered for a sponsored session, they may contact Jennifer.Millett@armaintl.org.
c. Presenters will submit materials up to 12 weeks in advance of the conference kick-off.
d. Presenters may be asked to conduct a virtual run-through and/or recording.
e. Presenters may be asked to conduct interviews in advance of the event and/or participate in webinars or podcasts to promote the event.
f. Presenters are *encouraged* to stay for the full conference, and priority will be given to those presenters who are able to stay through the full event.
g. Priority will be given to proposals submitted by members of ARMA International.
h. ARMA International is committed to building a community that represents a variety of backgrounds, perspectives, and skills. Facilitators must not use harsh language or pointed humor that disparages the rightful dignity and social equity of any individual or group.

Registration and Travel
- Presenters will receive a free conference registration. For panel presentations with multiple presenters, two free registrations will be given; it will be the panel's responsibility to determine who receives the two free registrations.
- Presenters are limited to delivering two education sessions but may also serve as an expert on a panel or as a pre-conference facilitator.
- All presenters must cover their travel and living expenses.
- Presenters are strongly encouraged to stay in the conference hotel block and remain onsite for the duration of the conference.

Proposal and Presenter Timeline
- Call for proposals is open through April 1, 2025
- Speakers can expect to be notified of proposal acceptance or rejection by the end of May 2025

Submitting your Proposal via the Online Portal
- Review this document in full and agree with the timelines and requirements
- Review the content categories and proposed topics
- Prepare your information and submit via the Call for Proposals Submission Portal
- Complete and submit the proposal by 11:59pm Central Time on April 1, 2025.

Website Submission Guide & Process:
You will be able to edit/update your proposal at any time until the **deadline date of April 1, 2025**. If you begin your submission and do not complete the full process, the site will save your entered information. You must use the same email address utilized upon the start of the process to continue your saved

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application.

- **Navigate to the Online Submission Portal, Click Start**

- **Search for your Profile**
  - If you registered for ARMA InfoCon 2023/2024, InfoNEXT 2024/2025 or ARMA Canada 2024/2025, you would have a profile in our event management platform
  - Enter your last name and email and press "Search"
  - If your information IS listed, select the radio button next to your name and press "Start"
  - If your information IS NOT listed, click "Start" to begin
    - This action will create a profile for you in our event management platform

- **Enter Speaker Information and Answer Requested and Required Questions**
  - Enter your profile information in upper/lower case
  - All fields in "**red**" are required
  - You are encouraged to upload a headshot – this will be used on the conference website if you are selected

- **Answer Requested and Required Questions**
  - **<u>Session Title</u>** - Your title should signify the outcomes or takeaways. Avoid using abbreviations, acronyms, and any wordplay that might confuse a reader. Limit the title to 10-15 words, or about 70 characters, including spaces. (Titles may later be edited by ARMA International).
  - **<u>Session Description</u>** - The description needs to clearly describe the topic, the outcomes, and why attendees will benefit. Include two to five take-aways and any relevant details on your teaching approach, learning tools, and handouts. **Do not include identifying information for any of the presenters and/or their organizations in the session description.** (Descriptions may later be edited by ARMA International).
  - **<u>Session Learning Objectives</u>** - Briefly state up to three specific, measurable, and action-oriented learning objectives that complete the following sentence: "Upon completing this session, participants will be able to…"
  - **<u>Proposed Topic Area</u>** – What is the primary focus of your program content? Select the most appropriate topic from among the options provided.
  - **<u>Secondary Topic Area</u>** – What is the secondary focus of your program content? Select the most appropriate topic from among the options provided.
  - **<u>Content Category</u>** - Select the most appropriate content category that your proposed session aligns to within the [ARMA Information Governance Implementation Model (v2.0)](#).
  - **<u>Audience Learning Level</u>**- Please specify the primary audience for your session by selecting the most appropriate learner level, based on attendee professional experience categories as define below:
    - i. Beginner: Less than 5 years of experience
    - ii. Intermediate: 5 to15 years of experience
    - iii. Advanced: More than 15+years of experience

  If your session is relevant to audiences across multiple experience levels, please select the *lowest*

applicable learner level to ensure accessibility for all attendees.

- **<u>Session Delivery Methods & Interactivity</u>** – Please consider how you are going to relay the information to the participants; what teaching methods you plan to use; what interactivity will be provided; and what is unique or new about the format? The session should engage and invite the participants to experience content application.
- **<u>Co-Presenters</u>** – If you plan to co-present with another speaker, please let us know.
- **<u>Past Teaching, Presenting and/or Speaking Experiences</u>** – Do you or co-presenters have experience presenting, teaching, or facilitating? If so, list up to 3 instances per speaker.

- **Choose to Finish Your Submission or Save for Later Submission**
  - You will be able to edit your abstract through the Proposal Service Center through April 1, 2025.

- **Confirmation**
  - Once you submit, you will see a thank you message.
  - You will also receive an email submission confirmation with a link.
  - If you DO NOT receive an email confirmation, please check your spam/junk folder associated with the email you used on the proposal.

Contact Us
Please contact Speakers@armaintl.org for assistance or with questions regarding your Call for Proposals submission.

If you would like to discuss your idea or explore potential ideas for sessions, please contact erica.poff@armaintl.org for assistance.

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SESSION FORMAT:

CORE CONTENT SESSION: 60 minutes

INFOCON 2025 THEME

Bringing Maturity to Your IG Program

INFONEXT 2025 CONTENT CATEGORIES

To help our attendees chart a course that brings maturity to their organizations' IG programs, we are organizing sessions according to the [ARMA Information Governance Implementation Model (v2.0)](). The IGIM is not just a framework for a comprehensive IG program; it is a roadmap to IG maturity.

We are seeking speakers to address relevant Information Governance topics according to the eight key areas of the Model:

1. **Steering Committee**
2. **Authorities**
3. **Supports**
4. **Procedural Framework**
5. **Capabilities**
6. **Information Lifecycle**
7. **Architecture**
8. **Infrastructure**

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PROPOSED TOPICS

We want your best ideas! The following topics are of specific interest but please feel free to submit additional topics as well. As most InfoCon attendees have significant experience in RIM and IG, we are prioritizing selection of *Intermediate* and *Advanced* sessions. Please review the requirements for learner levels outlined in the application instructions.

1. **CORE CONCEPTS:** Sessions focused on the fundamentals of Information Governance, including records management, information management, document management, content management, data management, data privacy, data security, eDiscovery, etc.

2. **DELIVERING EXCELLENCE IN INFORMATION GOVERNANCE:** Sessions focused on the

relationship between the creation, organization, dissemination, and use of information; the use and application of IG implementation models; and the components of successful IG programs. Specific areas of interest: case studies from small- and medium-sized organizations and the public sector.

3. **ARTIFICIAL INTELLIGENCE (AI):** Sessions focused on the rapidly advancing world of Generative AI and how AI can be used to benefit IG efforts. Specific areas of interest: AI governance and readiness, AI and privacy considerations, AI in RIM/IG, AI and ethics.

4. **PRODUCTIVITY PLATFORMS & BUSINESS PROCESS SOLUTIONS**: Sessions focused on best practices and case studies demonstrating successful use with various platforms, including but not limited to: Microsoft Office 365, SharePoint, Microsoft Teams, Co-Pilot, Purview, Azure, and Google. Specific areas of interest: implementing proper governance with various platforms and cloud computing and cloud computing tools, and case studies with current technologies and a look at emerging technological capabilities.

5. **DATA & RECORDS MANAGEMENT:** Sessions focused on the intersection of privacy and records management, data maps, data lakes, and the new lifecycle of records, Information Governance for structured data (e.g., Salesforce, SAP, etc.), archival and electronic records, and considerations for nontraditional records keeping and management. Specific areas of interest: AI in data and records management, digitization, electronic records management and retention, and information security.

6. **GROWING THE IG PROFESSION:** Sessions focused on leadership, professional development, and advancement for IG professionals and records management practitioners. Sessions that provide practical solutions for the real-life challenges information management professionals face in the workplace. Specific areas of interest: change management, ethics, creating a culture of IG within an organization, how to get senior leadership buy-in for IG, and career pathways.

7. **LEGAL ISSUES IN IG:** Sessions focused on the increasingly complex legal and regulatory issues impacting IG. Specific areas of interest: cyber-security and data protection, the intersection of RIM and privacy, data minimization and defensible disposition, and AI.