



The Call for Presentations opens November 9, 2020 and closes December 2, 2020.

[Submit your presentation now!](#)

ATP 2021 Innovations in Testing Submission Guidelines

Over the past year, we've experienced a public health crisis that disrupted how we live and accelerated change across all industries. Testing is no exception. How we work, learn, and assess today are all different than a year ago and the current debate is often a discussion of what is the new normal? Our industry has a unique opportunity to shape the evolution of testing. We have the ability to show how assessment can create a better world by ensuring future essential workers are qualified, by helping young people become better educated, by ensuring testing is fair and equitable for all test-takers. We have the opportunity to use assessment to make the world a better place. Are you up for the challenge? **[Submit today for 2021 Innovations in Testing conference taking place virtually, April 27–29, 2021.](#)**

We welcome submissions that are designed to bring together thought leaders from across the testing, assessment, and EdTech industry to learn from one another and help move the industry forward. The 2020 conference program committee is seeking proposals that:

- Show how organizations can leverage the innovation in our industry to help improve testing outcomes;
- Discuss the value and purpose of assessment with thought leaders from the education, credentialing, clinical and industrial/organizational markets;
- Hear how new technology and innovative solutions can help address issues of fairness and equity for test-takers;
- Showcase how organizations across the testing industry are finding new ways to provide stakeholder value and create assessments for a better world

Innovation. ATP's Innovations in Testing Conference is an opportunity to engage the industry, challenge traditional ways of thinking or operating, and introduce new and cutting-edge capabilities. As the name suggests, submissions should be "innovative" in terms of discussing disruptive technology, stakeholder centric product planning, new measurement methods or research, and new process improvements, or even "innovative" in the sense of traditional methodology being applied in a new or unique manner. We encourage you to highlight the innovative nature of your presentation in your submission materials.

Educational programming. The educational program for the 2021 Innovations in Testing Conference is built on a foundation of Panel Discussions, Presentations, Workshops, Innovation Demonstrations, Peas in a Pod Discussions, and Innovation Debates. These sessions provide conference attendees an opportunity to learn about innovative testing and assessment research, best practices, process and procedure enhancements, and practical applications. The Conference Committee is also seeking sessions that cover introductory testing concepts for attendees who are new to the industry as well as those covering globally relevant content for attendees whose responsibilities cross one or more country borders.

Submission process. Every year, presenters submit ideas on a wide range of innovative topics that are vital to the assessment industry. To submit your presentation, you will:

- 1) Select a main **Session Topic**;
- 2) Select the **Session Type**;
- 4) Denote if your session is considered a **Fundamentals of Testing Session** or a **Global Session**; and
- 5) Identify the **ATP Practice Area Division(s)/Committee** for which your session is most relevant.

We have described the process more fully below and encourage you to read the information carefully to increase the chance of your submission being accepted.

Session Topic

The Session Topic identifies and describes the main idea or primary content focus of your presentation. These include:

- EdTech (cognitive-, social-, and cultural-psychological methods and practices for teaching and learning, as facilitated by technology)
- Trending or Disruptive Technologies (emerging and novel technologies or new uses for existing technologies that have practical applications for the industry, including innovative approaches and technologies such as artificial intelligence)
- Program Design (purpose, roles of stakeholders, governance policies, content security, and best practices for programs)
- Security, Legal, and Policy Considerations (Ethics, legislation, regulation, guidance, standards, and policies that govern the industry; considerations for security and privacy issues including methods and practices for fraud prevention, detection, and enforcement)
- Measurement Science (methods and practices for developing valid, reliable, and fair measures; innovative and novel approaches and methods; and artificial intelligence impacts)
- Data Management, Stewardship, and Reporting (includes all aspects of collecting, transmitting, processing, storing, analyzing, reporting, and securing data)
- Business Strategy and Operations (business of testing, branding, marketing, customer development, digital transformation, and communications)
- Test Administration and Delivery (test delivery methods, standards, and best practices)
- Equity, Accessibility, and Diversity (methods and practices for ensuring fairness, accessibility, and accommodations for diverse stakeholders)

Session Types

- **Panel Discussion:** A panel discussion is a *live*, 45-minute presentation that is a discussion between speakers to discuss one or more session topics, provide feedback on those topics, and brainstorm solutions that may be needed for those topics. Each panel discussion **must** include a minimum of three presenters from two different companies or organizations.
- **Presentation:** A presentation is a 30-minute lecture that provides a rounded perspective on a topic(s). These presentations include PowerPoint presentations with one to three speakers (limited to up to three due to the length of the presentation). Sessions with two or three speakers must have two different companies or organizations. *This session can either be pre-recorded or live.*
- **Innovation Debate:** In a fast-paced, 60-minute *live* session, speakers will present competing sides of a debate on a hot topic in the assessment industry using the following format:

Activity	Time
Moderator: Introduction of format, debate topic with high level background, and initial audience polling	3 minutes
Team A: Opening Presentation	5 minutes
Team B: Opening Presentation	5 minutes
Team A: Rebuttal	4 minutes
Team B: Rebuttal	4 minutes
Moderator Questions (1 per team)	15 minutes
Audience solicited Questions (1 per team)	15 minutes
Team A: Closing	2 minutes
Team B: Closing	2 minutes
Moderator: Audience polling and session conclusion	5 minutes

Each Innovation Debate should have one moderator and two to four presenters. The submission should include a resolution on a topic and briefly identify each side of the issue to be debated. Debaters need not actually agree with the side they are presenting but should prepare a well-rounded presentation of the arguments for each side. Moderator monitors timing and manages debate flow, ensuring appropriate time is available for audience engagement and polling. Each Innovation Debate **must** include a minimum of two presenters from two different companies or organizations.

- **Workshop:** A Workshop is 60 minutes where participants learn and interact through structured group exercises/participation. Workshops can cover a variety of Session Topics. Workshops **must** include a minimum of two presenters or facilitators from two different organizations and should plan significant time for attendee group work. *Workshops will be presented live due to their attendee participation.*
- **Peas in a Pod Discussion:** Peas in a Pod Discussions are informal *live* conversations with fellow conference goers who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct engagement and exploration of ideas. Peas in a Pod Discussions **should not** have more than 2 facilitators.
- **Innovation Demonstration:** A Demonstration is a presentation or demonstration showcasing the latest technologies, products, services, or solutions in the assessment industry. Each Demonstration will be 10 minutes in length.

Fundamentals of Testing

As ATP seeks to educate more newcomers within the testing industry, it is just as important to focus on the fundamentals of testing as it is to look at new innovations to improve testing. During the submission process, you will be asked to identify whether your session is appropriate to people that are new in the testing industry. Keep in mind that even if you are presenting fundamental information, doing so in innovative or creative ways can increase the likelihood of an acceptance!

Global Sessions

ATP is a global organization, with Regional Organizations in Europe, Asia, and India. Please identify if your session will address topics of global interest or include presenters from outside of North America.

Practice Area Divisions

ATP has five Practice Area Divisions: **Certification and Licensure; Clinical; Education; Industrial/Organizational; Workforce Skills Credentialing Divisions; and the Security Committee.** During the submission process, please

identify the practice area division(s) and or committee to which your Session Topic is applicable. More information on each Division can be found [HERE](#).

Session Abstract Descriptions

During the submission process, you will be asked to submit two presentation descriptions. The first is a full description of up to 2,400 characters that will be read by two or more individuals during the review process to determine whether to accept the submission. The second description is a shorter session description of up to 1,000 characters that will be used for marketing purposes, including on ATP's website, and listed in the program book.

The full session description is evaluated based on the following criteria:

- **Clarity:** Are the session's objectives, outcomes, and intended audience described clearly?
- **Relevance and Engagement:** Does the session provide key content to the testing industry and have a significant bearing on the work done by the intended audience? Does it reach audiences in various job roles? For workshops, does the description set forth the amount of time that will be devoted to attendee interaction versus speaker presentation?
- **Innovation and Conference Theme:** Does the session provide information or learning experiences that are innovative? Does the session content support the conference theme: Assessment for a Better World.
- **Breadth:** Will the session be relevant to two or more divisions?
- **Presenters:** Are at least two or more presenters from two or more organizations listed as presenters (where applicable)?

Hot Tips!

Here are some **hot tips** to remember as you develop your proposal and submission:

- All abstracts submitted for Panel Discussions, Presentations, Innovation Debates, and Workshops **must** have more than one company represented as presenters, and all presenters must be named in the list of submitted presenters. Submissions that do not follow these guidelines will automatically be withdrawn from the submission system and will not be reviewed or accepted. This rule does not apply for other session types.
- Please note, our **speaker limitations**. A maximum of **seven sessions per company** are permitted at the conference, and a maximum of **two sessions per presenter** are permitted. These speaker limitations **include Panel Discussions, Presentations, Innovation Demonstrations, Innovation Debate, and Workshops**. This restriction **does NOT** include Sponsor Sessions or Peas in a Pod Discussions. You are encouraged to submit as many sessions as you wish, but this maximum will be enforced during the acceptance process.
- **The 2021 Innovations in Testing Conference will be virtual. All proposals that are submitted and accepted will be delivered virtually.**
- To save your submission, you must complete all of the fields. You will be able to return to edit your submission via the ATP Conference Online Session Submission until **midnight Eastern Daylight Time, December 2nd, 2020**.
- Presenters must register and pay the registration fee to attend the conference.

- Submissions judged by ATP reviewers to be simply advertisements for products and services or overly promotional in nature will likely not be accepted.
- Submissions that include a case study or otherwise demonstrate how the process or technology presented can be practically applied by testing programs are preferred.
- ATP reserves the right to combine session proposals and/or change session types, in order to balance the number of Panel Discussions, Presentations, Workshops, Innovation Debates, ePoster Sessions, Peas in a Pod Discussions, and/or Product Demonstrations accepted.
- ATP may edit session titles and abstracts for marketing purposes.
- It will not be possible to guarantee a particular day and time for any presentation. All presenters must attend the Conference on the assigned day of their presentation.
- [Click here](#) to see our frequently asked questions about the call for presentation submission process. If you have any other questions, please [e-mail](#) us.

[Submit your presentation now!](#)