

35th Annual  
**ART & SCIENCE**  
of Health Promotion Conference

**March 31-April 4, 2025**

DoubleTree Resort by  
Hilton Hotel Paradise Valley  
Scottsdale, Arizona

[www.HealthPromotionConference.org](http://www.HealthPromotionConference.org)

## 2025 CALL FOR PROPOSALS

The Art & Science of Health Promotion Conference is accepting presentation proposals to curate an educational experience that reflects the diverse skills, interests and backgrounds of health promotion and wellness professionals. Here's what we're looking for:

- Important and relevant research, new interventions, strategic perspectives, case studies and emerging trends including, but not limited to, sessions devoted to the conference theme
- Topics of interest for knowledgeable, experienced health promotion professionals working in a range of settings including workplace, health care, academic, community, military and others
- Topics that focus on evidence-informed solutions and best practices that address common challenges and barriers faced by health promotion professionals
- A "deep dive" into critical topics. Conference attendees look for topics at an in-depth level they might not hear about anywhere else.

Conference attendees are experienced professionals at various stages of their career. They are looking for evidence-informed, research-backed content that will improve their professional practice. Typically, content at an intermediate or advanced level is more appropriate than introductory content for this audience. However, if a proposal draws on lessons from outside the health promotion industry (e.g., artificial intelligence), it might be appropriate to be introductory.

### Conference Theme:

## Cultivating Connection: Belonging & the Bottom Line

Read the full theme statement at [www.healthpromotionconference.org](http://www.healthpromotionconference.org).

Accepting  
Proposals For:

Intensive  
Training  
Seminars

Breakout  
Sessions

Activity  
Sessions

Poster  
Presentations

Making  
Connections

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PRESENTED BY:

International Foundation  
OF EMPLOYEE BENEFIT PLANS 

## Submitting a Presentation Proposal

To ensure each proposal is received and properly considered by the education committee, we require all proposals to be submitted online at [www.healthpromotionconference.org](http://www.healthpromotionconference.org).

All proposal submissions must include:

- Speaker contact information
- Speaker CV or resume listing degrees earned, certification credentials, professional experience, honors received and a list of invited presentations including type of presentation (e.g., keynote, workshop, one- or two-day seminar). Links to recordings or sample speaking videos of sessions are welcome.
- Brief speaker narrative bio (one or two paragraphs)
- Session title
- Session abstract—one or two pages. This will be used for the selection review process.
- Outline of major topic headings, specifying the format used for each (i.e., lecture, discussion, exercises, etc.)
- Three or four learning objectives stated in measurable and behavioral terms.
- Also include a Session “marketing description.” Intensive Training Seminars should be up to 450 words, and breakout sessions should be 150-250 words. This information will be published on the website to inform attendees about the session’s learning objectives. The description should include how they might apply the information to practice as well as one or two specific takeaways they will gain that may support them in their work.
- Submit a color headshot of the speaker in high-resolution. Note: Headshots will not be used during the review and selection process. In the event that a session is selected, having a headshot on file will expedite the confirmation process.



## Intensive Training Seminars

**Proposals are due on or before August 2, 2024.**

(Presented on March 31 & April 1, 2025)

Two-day Intensive Training Seminars (ITS) will be presented on Monday and Tuesday, March 31 and April 1, 2025 as preconference sessions (eight hours each day).

### ITS Submission Requirements

In addition to the items listed to the left, ITS proposals must include the following:

1. Type of certificate to be offered, if any
2. Topic Presentation description: (ITSs) presenters may also be asked to present one Topic Presentation during the Core Conference. See the Topic Presentation submission requirements for details.

ITS presenters receive:

- Complimentary registration for the three-day Core Conference
- Reimbursement for economy airfare from their home city to the conference city
- Reimbursement for hotel stays from the night before their first presentation through the night following their final presentation
- Per diem of \$115 covering the day before the first presentation through the day following a final presentation
- \$1500 stipend.

Reimbursements are for **one speaker only**. Any co-presenters will receive a complimentary registration only and will be responsible for their own travel and hotel.

All ITS presenters will be recognized on their name tags as conference speakers.

ITS presenters will be encouraged to promote their seminar to their network via social media, direct outreach or other means to supplement the conference marketing efforts.

If selected, ITS presenters will also be asked to present one Topic Presentation during the Core Conference. The subject may be based on the content of the ITS or a related topic, which will be determined in conjunction with the conference programming team.

**Submit Proposals Online**



Visit [www.healthpromotionconference.org](http://www.healthpromotionconference.org) and click on Speaking Opportunities.

## Breakout Sessions

**Proposals are due on or before August 2, 2024.**

(Presented on April 2-4, 2025)

Breakout sessions (65 minutes) will be held in the mornings and afternoons throughout the conference. Four categories are available: Topic Presentations, Panel Discussions, Program Descriptions and Research Reports. All breakout presenters will be recognized on their name tags as conference speakers.

### Topic Presentations

Topic Presentations should address fundamental and emerging subjects that advance the field of health promotion.

Topic Presentation speakers receive:

- Complimentary registration for the three-day Core Conference
- Reimbursement for economy airfare from their home city to the conference city
- Reimbursement for hotel stays from the night before their first presentation through the night following their final presentation.

Reimbursements are for **one speaker only**. Any co-presenters will receive a complimentary registration only and will be responsible for their own travel and hotel.

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### Panel Discussions

Panel Discussions are opportunities to present varying perspectives on a current and critical challenge facing the health promotion industry. Panel moderators will plan the agenda, moderate the panel and secure two to three other panel members.

Panel Discussion moderators receive:

- Complimentary registration for the three-day Core Conference
- Reimbursement for economy airfare from their home city to the conference city
- Reimbursement for hotel stays from the night before their first presentation through the night following their final presentation.

Reimbursements are for **one speaker only**. Any co-presenters will receive a complimentary registration only and will be responsible for their own travel and hotel.

Up to three panelists receive:

- Complimentary registrations for the three-day Core Conference.

Panelists are responsible for their own travel and hotel expenses.





## Program Descriptions

Program Descriptions should describe programs already implemented in workplace, school, clinical, community or other settings.

Program Description presenters should be responsible for developing and/or managing the program they are describing. Proposals will only be considered from program vendors if they are presented in conjunction with the client.

### Program Description Abstract Requirements

Structure the abstract as follows:

1. Organization (or community) description
2. Program components
3. Program implementation and evaluation history
4. Program impact: Participation, health, business and financial outcome.

Also include:

- Statement about what makes this program innovative or disruptive
- Abstracts of published articles on the program
- Opportunities for broader application.

Program Description presenters receive:

- Complimentary registration for the three-day Core Conference
- Reimbursement for economy airfare from their home city to the conference city
- Reimbursement for hotel stays from the night before their first presentation through the night following their final presentation.

Reimbursements are for **one speaker only**. Any co-presenters will receive a complimentary registration only and will be responsible for their own travel and hotel.

## Research Reports

Research Reports must address fundamental or emerging subjects in health promotion and have superior methodology. Research Report presenters should be the principal or co-principal investigator of the research they are describing and have a thorough grasp of research methodology.

### Research Report Abstract Requirements

Structure the abstract as follows:

1. Statement of the problem
2. Intervention (if appropriate)
3. Study design (study structure and variables of interest)
4. Measures utilized (form, validity and reliability)
5. Analysis method
6. Quantitative/qualitative results
7. Conclusions.

Also include:

- Statement about what makes the research special
- Abstracts of published articles on the program.

Research Report presenters receive:

- Complimentary registration for the three-day Core Conference
- Reimbursement for economy airfare from their home city to the conference city
- Reimbursement for hotel stays from the night before their first presentation through the night following their final presentation.

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## Poster Presentations

**Proposals are due on or before March 15, 2025.**

(Accepted on a rolling basis—Presented on April 3 & 4, 2025)

Posters will be on display Thursday and Friday, April 3 & 4, 2025 with presenters at their posters for 90 minutes each day.

Posters may fall into two categories: Case Study and Research

### Poster Presentation Submission Requirements

1. Title with a 200-word abstract (See details below.)
2. One-page summary of the presenter's education and work experience
3. Name, education and certification credentials, and current organization of all poster authors

Poster presenters will be responsible for paying the three-day Core Conference registration fee before the start of the conference and for their own travel and hotel expenses. Poster presenters will be recognized on their name tags as conference speakers.

### RESEARCH ABSTRACTS must be organized in eight separate paragraphs with the subheadings and contents listed below.

- a. Statement of the problem: What overall problem was studied, and why is it important?
- b. Intervention (if appropriate): Describe the intervention tested.
- c. Study design: Describe the structure of the study and the variables of interest.
- d. Sample size and composition: How many participants were in the study, and what are their characteristics?
- e. Measures utilized: What measurement tools were used to measure the variables of interest?
- f. Analysis method: What statistics were used to analyze data?
- g. Results: Report the analysis results in quantitative form.
- h. Conclusions: What overall conclusions can be drawn from this study?

### CASE STUDY ABSTRACTS must be organized in four separate paragraphs with the subheadings and contents listed below.

- a. Description of the organization (or community): Describe the organization or community in which the program is based.
- b. Summary of the primary program: Describe the core elements of the program.
- c. Evaluations: What outcomes or processes were evaluated, and what else will be evaluated? How have they been evaluated, and how else will they be evaluated?
- d. Summary of the program impact: Explain in quantitative form the results the program has demonstrated to date.



## Activity Sessions

**Proposals are due on or before August 2, 2024.**

(Presented on April 2-4, 2025)

One-hour sessions, scheduled each morning and afternoon of the conference, may include cardio, dance, walking or jogging groups, yoga, meditation or any other safe activity.

### Activity Session Submission Requirements

- Description of the proposed activity
- Type of equipment and space required (Activities that require little or no equipment will be given priority.)

Activity Session leaders will be asked to lead one or two Activity Sessions during the conference. Activity Session leaders receive:

- Complimentary registration for the three-day Core Conference.

Activity Session leaders are responsible for their own travel and hotel expenses. They will be responsible for providing their own equipment, mats, etc.

Activity Session leaders will be recognized on their name tags as conference speakers.

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## Making Connections

**Proposals are due on or before March 15, 2025.**

(Accepted on a rolling basis—Presented April 2-4, 2025)

The purpose of Making Connections is to provide an opportunity for people with similar professional or personal interests to get together at the conference for a conversation, discussion, meal, workout or fun activity. Connections might include meeting for coffee or a glass of wine to talk about the health promotion programs they manage, going for a run, discussing legislative advocacy, going out for a meal, etc. They might attract as few as two or as many as 20 or more people. Individuals who offer a Connection should be prepared to start the discussion, meal plan or activity and let the group take it from there. They should not plan to present a lecture or promote a product.

**Submit Proposals Online**

Visit [www.healthpromotionconference.org](http://www.healthpromotionconference.org) and click on Speaking Opportunities.

### Making Connections Submission Requirements

1. Brief, approximately 50-word description of the Connection (i.e., the discussion topic, meal or activity proposed), including a title
2. Preferred dates and times for the session (Wednesday, Thursday or Friday—morning, noontime or evening)

Making Connections leaders will be responsible for paying the conference registration fee before the start of the conference and for their own travel and hotel expenses. Making Connections leaders will be recognized on their name tags as conference speakers.

## CALL FOR PROPOSALS

### Due Dates at a Glance

<b>Intensive Training Seminars</b>	August 2, 2024
<b>Breakout Sessions</b>	August 2, 2024
<b>Activity Sessions</b>	August 2, 2024
<b>Poster Presentations</b>	On or before March 15, 2025 (Accepted on a rolling basis)
<b>Making Connections</b>	On or before March 15, 2025 (Accepted on a rolling basis)