

Proposed Seminar Submission Form

Title of Proposed Seminar

Developer Information

Name

Address

City/State/Zip

Phone

Fax

E-mail

Professional experience relevant to the seminar topic (include your resume):

Professional experience as an education program developer and instructor:

Are you interested in instructing this seminar?

Yes

No

Nationally

Locally

If yes, indicate approximate number of offerings per year.

Instructor criteria for the proposed seminar (what skills, professional experience and/or training are needed?)

Description of Proposed Seminar

Purpose and scope of the program – please also include how the students will feel after taking this seminar...will the seminar solve a problem, will it help them increase business, become a more recognized expert, learn a new skill? What will be gained from taking the seminar...what will be LOST from not taking the seminar!!

Target market of the program (identify your audience – or audiences – by profession and level of expertise)

What are the needs of the target market that the seminar addresses – please list 3 end results from taking your seminar and also identify the single most important concept or idea you want to impress on the students!

Five main learning objectives of the seminar (skills/knowledge/problem-solving skills participants will acquire by taking the seminar – please note the most important objectives and why!)

1.

2.

3.

4.

5.

Seminar Content/Format

Describe proposed student handbook, instructor notes and audio/visuals - **Note: Please attach an up to 10-page topic outline of the seminar topics that can be shown for review**

Describe teaching strategies used in the seminar (discussion, case studies, lecture, problems, small group work, role-play, demonstration, etc.)

What is distinctive about how you approach the subject matter?

Potential sales leads: List professional societies, training programs, corporations, and/or other groups that might purchase the product in quantity to give to customers as well as employees. Give us as much contact information as you can.

Please list any web sites, journals, newsletters that you think would be good places to promote this seminar

Does your seminar have potential global usage?

Length of seminar (hours): _____

Proposed target date for completion¹ (not binding, terms would be finalized in contract)

¹ All seminars are subject to a content review by appraisers who have expertise in the subject area. The developer may be asked to revise the seminar material after the content review.

Thank you for submitting your information to the Appraisal Institute. This form will allow our Seminars Subcommittee to evaluate your seminar proposal on an expedited basis. I will be in contact with you.

Fran Rosenstein
Manager, Seminar Development
Appraisal Institute
312-335-4228
frosenstein@appraisalinstitute.org