



## **Southern California Fraud Investigators Association (SCFIA)**

### **Call For Presentations: 2010**

The Southern California Fraud Investigators' Association is currently seeking qualified instructors to present anti-fraud training to our membership for 2010.

Venues include:

- Bi-monthly training luncheons (Rio Hondo Country Club, Downey)
- Annual one-day training workshop (Rio Hondo Country Club, Downey)  
Date: **June 3, 2010**
- Annual three-day training conference (Desert Princess Resort, Palm Springs)  
Dates: **November 3-5, 2010**

For specific dates and locations, please visit the “Events” page at our website: [www.scfia.org](http://www.scfia.org).

If you have the appropriate qualifications, both as an anti-fraud professional and as a professional instructor, we invite you to submit your proposal.

Although SCFIA has been the premiere anti-fraud organization in the Southern California area since 1969, our membership includes fraud investigators on a national and international level. Our membership is a partnership between law enforcement and private sector fraud investigators specializing in various forms of fraud.

One of the most important services we provide our membership are our annual and semimonthly training sessions. We are honored that you are interested in becoming a part of this elite group of instructional professionals.

In order to be considered for participation in any of our training events you must submit an “Proposal for Educational Presentation”, which is comprised of three parts:

- **Presenter’s Information** tells us about the speaker/presenter;
- **Presentation References** lists people who have heard you as a presenter;
- **Explanation/Description of Presentation** tells us about the presentation(s).

[NOTE: You may submit up to five different presentations.]

The information we receive about you and your presentation is considered confidential and will not be shared outside of the SCFIA Board of Directors.

### **How proposals are evaluated**

Proposals are evaluated using the following criteria:

***Expertise*** – the ability and skills of the speaker to cover the designated topic.

***Educational design/identified learning objectives*** – how the session is structured and what it intends to accomplish.

***Quality*** – Based on the references given in the Presenter’s Information form as well as past evaluations from other SCFIA conferences (if available). In addition, all speakers are expected to abide by our *Standards/Speaker Guidelines*. (see attached sheet)

***Qualifies for CDI CE/MCLE/POST Certification (P.O.S.T. Instructors [click here](#))***

***Corresponds to one/more of the following Workshop Tracks***

- Property Claims
- Auto BI Claims
- Auto Theft/Arson Fraud
- Healthcare/Provider Fraud
- Workers’ Compensation Fraud
- Financial Fraud
- Hi Tech/Internet Fraud
- Other forms of fraud

***Session Length*** – the length of time it will take you to present. (Most sessions at our major conferences are 90 minutes in length)

***Versatility*** – we are looking for a variety of session types: workshops, seminars, panel discussions, as well as keynote speakers and professional seminar presenters. Preference will be given to (1) SCFIA members with demonstrated Instructional experience and (2) professional anti-fraud industry instructors and/or POST certifiable instructors. (**NOTE:** this does not apply to Keynote Speakers and Professional Seminar Presenters)

***Estimated cost of program production*** - SCFIA is a non-profit association and looks at the cost effectiveness of every session in relation to overall budget for entire event.

Once we have qualified a presentation, we will enter it in our database, categorized by speaker, areas of expertise, subject, type of presentation (workshop, seminar, keynote, lecture, etc.) learning objectives, intended audience, etc.

## **The Selection Process:**

Each educational event (conference, workshop, lunch & Learn etc.) will have its own unique design, targeted audience and needs that will determine the criteria for our selection of facilitators.

For a list of SCFIA educational events, check our website: [www.scifa.org](http://www.scifa.org) and click on the Events page. Our goal is to provide our members with an exceptional education program that offers quality sessions, timely topics, energetic speakers and positive results.

Based on the criteria of the particular conference/seminar/event we are planning (see above), only those Speakers, Presenters and/or Facilitators who have completed and submitted the ***Proposal for Education Presentations*** will be considered.

The selection is made by the SCFIA Board and/or Training Committee. We will always strive to make our selections far enough ahead so that potential speakers/facilitators will be able to accept an opportunity to present with us.

Please review, complete and submit your proposal(s) for consideration by using the attached forms.

## **Presenter Guidelines**

### **INSTRUCTIONS:**

Complete the **Presenter's Information** form. If you are submitting more than one proposal, photocopy the completed form to include with each of the proposals.

Provide us with a minimum of two but no more than five references who have heard you give a presentation. NOTE: We do contact references.

For each presentation you are proposing, you will need to fill out the **Explanation/Description of Presentation** form. Be as complete and precise as possible. You can submit up to five (5) proposals for different presentations.

On ALL forms, either type the information...or PRINT clearly.

Mail the information to:

**SCFIA Training Committee**  
**Post Office Box 80718**  
**Santa Margarita, California 92688**  
**AND** email to: [presentations@scifa.org](mailto:presentations@scifa.org)

If you are invited to make a presentation at our three-day conference, you will also be required

to submit your presentation materials, including PowerPoint show (if any) and/or handout materials no later than 90 days prior to the date of the conference. If you are not using PowerPoint or similar audio visual presentation, your handouts should consist of a white paper or scholarly article on the topic of your presentation. This is to your advantage as much as to that of those in attendance. Remember, effective handouts will be used as reference materials over and over again, as our three-day conference and all materials are placed on CD for that purpose. Your bio and contact information will be a permanent part of the CD, preceding your presentation materials. Effective materials equate to effective exposure. Ineffective materials have a lasting negative impact on attendees.

## **PROHIBITED ACTIVITIES:**

### ***Overt Selling/Marketing:***

Unless specifically designated, SCFIA programs are *non-commercial* forums. Under **no** circumstances shall the SCFIA podium be used as a place for direct promotion of a speaker's product, service or monetary self-interest. If you are an effective instructor, your presentation will automatically showcase your knowledge, skills and talent, making overt selling unnecessary. If your presentation is not effective, your marketing efforts will be useless anyway. Although direct marketing from the podium is not allowed, speakers/presenters may discreetly display any promotional materials on a table in the back of the session room and may make reference to these materials following the forum or workshop. It has been our experience that speakers/presenters who even slightly over-emphasize the positive characteristics of their company or services during a session receive negative feedback on evaluations. This feedback impacts our future selection decisions.

### ***Personal/Professional Attacks:***

Disparaging remarks about competitors, discounting others' views, models, or products in the session is also disallowed. Presenters who badmouth their competitors will not be invited to return.

### ***Intellectual Property***

Instructors must fully disclose all intellectual property utilized within handout materials and during course instruction. This is to protect intellectual property rights such as copyright, ownership, faculty compensation, and utilization of revenue derived from creation, production, and use for educational courses.

## **BENEFITS OF PRESENTING AT A SCFIA EVENT**

Because SCFIA is the premier anti-fraud organization in Southern California, adding your presentation at one of our training events enhances your professional resume' and curriculum vitae. Presenting at a SCFIA event provides an opportunity to showcase your knowledge, skill and talents in front of any number of potential clients and/or employers. It is not an uncommon occurrence for presenters to be contacted after a training presentation with requests for proposals and/or resumes.

Your presentation at a SCFIA event frequently leads to requests for presentations at other venues, increasing your visibility and exposure within the industry, with all the attending benefits of such exposure.

All in attendance, whether or not they actually have an opportunity to sit in on your presentation, will receive a copy of your presentation handouts, which are included in the conference CD. Your presentation handouts, contained on the conference CD, will also include your bio and contact information. Because those who receive the CD may refer to them frequently as reference, you will also receive continuing exposure long after your presentation has been given.

If you are an author, you could schedule a book signing at the training session. (NOTE: This must be done in advance and is done on a case-by-case basis.)

If you would like to be considered for inclusion in one or more of our training events for 2010, please complete and submit the following "Proposal for Educational Presentation".

Thank you once again for your interest!

Sincerely,

SCFIA Board of Directors

## PROPOSAL FOR EDUCATIONAL PRESENTATION

### PART 1: Presenter's Information

In this section, we want to know something about the Speaker/Presenter.

*PLEASE type or print clearly!*

Last Name:

First Name:

Company:

Title:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

SCFIA Member?

Yes

No

***Biography:** (50 words or less, please OR attach a current resume/CV)*

### Previous Industry Training Experience *(Include dates, please!)*

Event:

Date:

Event:

Date:

Event:

Date:

Event:

Date:

Event:

Date:

Event:

Date:

*Area(s) of Expertise:*

**PART 2: Presentation References:**

These are people who have seen/heard you as a presenter, not personal acquaintances. Proposals will NOT be considered without sufficient references. Be sure to include their relationship to you and how long they have known you. Please provide at least two references, but no more than four.

NAME:

RELATIONSHIP:

YEARS KNOWN:

PHONE:

EMAIL:

NAME:

RELATIONSHIP:

YEARS KNOWN:

PHONE:

EMAIL:

NAME:

RELATIONSHIP:

YEARS KNOWN:

PHONE:

EMAIL:

NAME:

RELATIONSHIP:

YEARS KNOWN:

PHONE:

EMAIL:

**PART 3: Explanation/Description of Presentation:**

In this section, we want you to tell us about your presentation. Make copies of this page and submit one for each presentation you are offering.

*This proposed presentation would be targeted for the following Workshop Track(s):*

- Auto BI Claims
- Auto Theft/Arson
- Healthcare/Provider Fraud
- Workers' Compensation Fraud
- Financial Fraud
- High-Tech/Internet Fraud
- Specialty:

**Presentation Title:** \_\_\_\_\_

The presentation that I am proposing would best be considered in one of the following session types:

- Workshops (typically, 90 minute sessions)
- Discussion Panel
- One Day Seminar
- 3-Day Seminar
- Keynotes/General Sessions
- Other:

**Description of proposed presentation:** *(Limit to 50 words or less, please OR attach a copy of handouts/powerpoint)*

**Presenter's Statement of Understanding and Agreement**

This is to acknowledge that I have read and understand the presenter guidelines and prohibitions and understand the requirements of presentation at SCFIA training events.

I hereby agree to abide by the guidelines and submit the above presentation proposal for consideration by SCFIA, as acknowledged by my signature below.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PROPOSAL CHECKLIST

### *Is everything included?*

Before you mail your Proposal, use this checklist to make certain you have everything needed to submit your **PROPOSAL FOR EDUCATIONAL PRESENTATION**.

#### **Checklist:**

- Completed and attached **Part 1: Presenter's Information** form  
(Photocopy and attach one form for each Presentation Proposal submitted)
  
- Completed and attached **Part 2: Presentation References** form  
(Proposals without References will not be considered)
  
- Completed and attached **Part 3: Explanation/Description of Presentation** form(s)  
(You may submit up to 5 different presentation proposals)
  
- Marketing/supporting materials  
(Any marketing materials you wish to leave at the rear of the training room must be approved prior to the event. Marketing materials without a completed form will not be considered)