



IECA 2027 Call for Proposals Guide

The IECA 2027 Annual Conference Call for Proposals is now open! This guide outlines the information you'll need to submit your presentation proposal.

Important Dates

- **November 20, 2026, 11:59 p.m. ET:** Submission Portal Closes
- **January 2027:** Presenters Notified of Proposal Decisions
- **January 2027:** Conference Registration Opens

Steps to Submit a Proposal

1. **Review the Session Selection Criteria** below to strengthen your proposal and increase its chances of acceptance.
2. **Review the Session Presenter Expectations** below so you know what's expected of conference presenters..
3. **Draft your proposal.** The submission form does not check spelling or grammar, so we recommend drafting your proposal in a separate document and pasting it into the appropriate fields when you submit. Note that several sections include character limits, and these limits include spaces.
4. **Submit your proposal by 11:59 p.m. ET on November 20, 2026.** Late submissions will not be accepted.

Session Selection Criteria

Proposals are evaluated against the four criteria below:

Audience Relevance. Your proposal names a specific IECA audience (e.g., IECs, school counselors, college admission reps, graduate consultants, etc.) and is directly useful to that group.

Value of Content. Your content meaningfully advances attendees' knowledge or practice, offering something original or timely rather than repeating what's already widely known.

Session Engagement & Delivery. Your proposal describes how you'll actively engage attendees in a creative, memorable way, and how you'll ensure they leave with clear, actionable takeaways.

Clarity. Your title, description, and learning objectives are clear, concise, and accurately represent the session.

IECA prioritizes sessions with presenters from more than one institution or program. For example, presenters from multiple schools, or an IEC paired with an admission representative or service. Panels of 3-4 presenters are ideal.

Individuals may present in no more than **two** sessions per conference. Please let your co-presenter(s) know this limit applies to them as well. If someone is invited to present in three sessions, they'll need to choose two.

If you have not yet confirmed your co-speakers, we recommend you include as much detail as possible in the Session Description field about the types of presenters who will be joining you for this panel.

Because the committee aims to maintain an overall balance of topics, some excellent proposals may not be accepted or may be deferred. **Proposals designed primarily to promote a particular program, school, or product will not be accepted.**

Session Presenter Expectations

Presenter Schedule. Presentations will be held at the conference hotel in downtown San Francisco on May 3–4, 2027. Because of the high volume of sessions, presenters should be prepared to present on either date, as we cannot guarantee specific time requests. All presenters must attend in person; virtual presenting is not permitted.

Presenter Registration. Presenters are not required to register for the conference. However, registration is required if you'd like to attend other sessions or events, including the K-12 School Exchange or the College & Postsecondary Fair. Presenters do not receive honoraria, and presenting does not reduce conference registration fees.

Room Set Up/AV. All breakout rooms are set theater-style with a podium and microphone at the front. Post-conference workshops will also include tables for participants, given their longer session length. Each room includes an LCD projector, screen, and audio patch (so sound from videos can play through the speakers). **We do not provide laptops.** If you're using a Mac, please bring any cords or adapters needed to connect to the projector via HDMI. If you need equipment beyond what is provided, contact Valerie Vasquez-Guzman at Valerie@IECAonline.com.

If you are selected to present, we will share more details about the required information and deadlines upon notification in January.

Proposal Submission Checklist

You'll need the following information to submit your proposal. **Note:** You'll be prompted to create a login for our proposal submission site as you begin.

Your Information. Name, contact information, affiliation, academic degrees or professional licenses/certifications, and preferred pronouns.

Session Type. Choose the format that best fits your topic, expertise, and the experience you want to create for attendees:

- **Spark Session (30 min)** — A focused idea, innovation, or strategy attendees can put to use immediately.
- **Traditional Breakout (60 min)** — A presentation or lecture on a single topic; interactive, experiential formats are preferred.
- **Deep-Dive Workshop (90 min)** — A hands-on session that moves attendees from familiarity to real, applicable skill.
- **Post-Conference Workshop (180 min)** — An immersive working session where attendees solve a real problem or build something. Best suited for experts ready to lead a high-impact working session.

Co-Speaker(s). If relevant, add the name, contact information, affiliation, academic degrees or professional licenses/certifications, and preferred pronouns for up to five co-presenters. If you do not have your presenters finalized or will choose them only if the proposal is accepted, please note this in the session description. If your proposal is accepted and you intend to include a panel discussion, at least two panelists must be confirmed by March 5.

We recommend that you inform your co-presenter(s) that they may only participate in two breakout sessions.

Title. Add a title for your session using upper and lowercase, without quotation marks or special formatting. 200-character limit.

Session Description. A description of your presentation as you'd like it to appear in conference materials. Paragraph form (not bullet points); 480-character limit.

Keywords. List 3–5 keywords that summarize your topic.

Learning Objectives. Complete the sentence: "Upon completion, participants will be able to..." Provide at least two learning objectives (up to four). 500-character limit.

Track(s). Select the applicable track(s): Business and Communication, College, Global (International), Graduate, LD/ND, Schools, Therapeutic.

Content Strand. Select the content strand that best matches your session's topic and content:

- **Counseling for the Modern Student: Understanding and supporting today's students as they navigate adolescence, learning, identity, technology, and the pressures of admissions and educational decision-making.** Explores the developmental, emotional, social, and learning needs of modern adolescents and how IECs can build stronger relationships with students and families, foster confidence and independence, and respond effectively to an increasingly complex world.
- **The Modern Practice: The Business of Consulting: Building, managing, and evolving a successful, sustainable educational consulting practice.** Covers practical strategies for IECs at every stage, from launching a practice and building a client base to refining an established business, improving efficiency, and planning for succession or retirement.
- **Trends in Admissions: Exploring the forces shaping the future of school and college admission, educational pathways, and independent educational consulting.** Examines emerging trends IECs need to understand to anticipate what's ahead, advise students and families effectively, and adapt to a rapidly evolving educational landscape.
- **Beyond the Traditional Pathway: Supporting students whose educational journeys extend beyond (or take a different route from) traditional pathways.** Explores the expanding range of educational and developmental options, and how IECs can help families evaluate options, navigate transitions, and connect with specialized expertise when needed.

Target Content Audience(s). Select the relevant audience(s): independent educational consultants, college/graduate school admission representatives, K-12 school admission representatives, and/or therapeutic program representatives.

Audience Relevance. Briefly explain how this topic area is relevant to your intended audience, and identify who that audience is (e.g., IECs, school, college, therapeutic representatives). Up to five sentences; 500-character limit.

Presenter Qualifications. Briefly describe your relevant experience, credentials, or expertise related to the topic. Up to five sentences; 500-character limit.

Prior Presentation History. Has this material been presented or accepted for presentation before? If so, specify where/when and describe how this session will be new, updated, or different. 500-character limit.

Session Delivery. Describe how you'll engage the audience in a creative or memorable way, and how you'll ensure participants leave with the intended takeaways. 500-character limit.

Ready to Share Your Expertise?

[Begin your proposal submission process.](#)

Questions about the Call for Proposals? Contact Valerie Vasquez-Guzman, IECA Director of Education Programs, at Valerie@IECAonline.com.