

# MASS 2025 | SPEAKER PROPOSAL GUIDE

## Thank you for your interest in presenting at MASS 2025!

Now in its 12th year, ACADA's Maritime & Arctic Security and Safety Conference (MASS) has solidified its place as the signature event for exploring the challenges and opportunities associated with northern and maritime environments. Hosted by the Atlantic Canada Aerospace and Defence Association (ACADA), MASS dives into the topic of emerging threats and how Canadian companies are leading the way to provide a safe, secure, and successful future for Canada, North America, and the world with their innovative products, services, and research in this three-day international event.

We are asking interested speakers to complete the call for speaker form to apply. This guide will help you in preparing your proposal.

We look forward to considering your submission and thank you in advance for applying.

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### Preparing Your Proposal

Our attendees are looking for new ideas, inspiration, and a high level of discussion to advance their understanding and combined efforts to address maritime and arctic safety and security.

Presentations must align with the overarching theme and subject matter of the conference and be aerospace, defence, and/or security focussed. Presentations cannot be sales demonstrations or pitches. They should explore subjects such as:

- The challenges and opportunities associated with aerospace, defence, safety and security arctic and maritime environments.
- Emerging threats to Canada and its northern border
- Emerging threats globally as they relate to Canadian A&D companies
- How Canadian companies are leading the way to provide a safe, secure, and successful future for Canada, North America, and the world
- Innovative products, services, and research

Your audience will include ACADA members of varying sizes (regional, international, SME, Prime), Academia, Government, and other key stakeholders for the A&D industry.

### Submitting Your Proposal

Proposals are due by 5:00pm AST on Friday, January 31, 2025 and must be submitted via our online form. [CLICK HERE](#) to apply.

### Speaker Qualifications

- ACADA is looking for a diverse set of expert speakers that reflects the diversity of our country.
- While we welcome proposals from professional speakers, we do not pay speakers for their participation.
- It is not essential that you have previous speaking experience, but you must have a desire and the ability to share your insights and ideas in a clear and engaging way. Demonstrating how you will engage the audience and invite interaction will be highly valued.
- Proposals for panels, single speaker, or multiple speaker sessions are welcome.

## **Conference Schedule**

MASS 2025 will be in St. John's, NL July 16-18, 2025, with the opening reception on July 16 and conference sessions on July 17 and 18.

There will be multiple sessions over the two-day event and the sessions will vary in length (15-60 minutes). Those who submit proposals are expected to be available for the full conference as session timing will be determined closer to the event. Speakers should be in St. John's no later than the afternoon of July 16 to avoid travel delays impacting the conference.

## **Selection Process**

Proposals will be accepted until 5:00pm AST on Friday, January 31, 2025. Some presenters may be chosen prior to the submission deadline at the sole discretion of the selection committee. In the unlikely event an extension is provided, it will be announced on ACADA's LinkedIn page. Each submission will be reviewed by the selection committee. Applicants may be invited to discuss their submission with the committee in advance of selection if more information is required. Final selections will be made no later than February 28, 2025.

## **Renumeration**

Speakers who respond to this call will not be paid for their engagement. However, ACADA will provide a complimentary registration for selected speakers.

## **Expectations**

Please note that all accepted speakers are expected to agree to the following terms.

- ACADA expects all speakers to promote and maintain an environment free of discrimination and that actively works to promote diversity, equity, inclusion, and belonging both leading up to and during the MASS conference.
- Provide speaker information promptly following acceptance including a photo and edited session description (if requested).
- Meet all posted dates and deadlines.
- Participate in a virtual preparation session at a mutually convenient time.
- Provide a copy of their presentation to ACADA no later than July 4, 2025.
- Allow for interaction among MASS attendees (i.e., Q&A portion and attendance at the event for engagement with attendees at minimum)
- Participate in promotional efforts of their presentation including social media engagement and content creation with the assistance of the ACADA team (i.e., blogs, videos, interviews, images).

## **Examples**

Please [CLICK HERE](#) to review the 2024 MASS program if you would like further direction on style and content of session titles and descriptions.

## **Contact**

If you have any questions, please contact Michael Stack, Communications & Engagement Coordinator, at [michael.stack@ac-ada.ca](mailto:michael.stack@ac-ada.ca)