



The Three P's (Purpose, People, and Process) of a Proposal Submission

A good proposal for the AMPO Annual Conference should address the 3Ps (Purpose, People, and Process).

Purpose:

- **Demonstrate Relevance:** Clearly articulate how your presentation is relevant to MPO (Metropolitan Planning Organization) practitioners. Explain how the information or tools you will provide address current issues and challenges faced by MPOs. Emphasize the practical applications and benefits that participants will gain from attending your session.
- **Show the broader impact:** Explain how your research or work contributes to the field and its potential broader impact. Discuss implications for theory, practice, or policy. Consider highlighting any potential applications, benefits, or collaborations that could arise from your work.
- **Enable Action:** Describe how your presentation will empower participants to take action and improve their day-to-day operations. Highlight specific skills, techniques, or knowledge that attendees will acquire by the end of the session. Ensure that participants will leave with actionable insights that they can implement effectively.

People:

- **Link to Day-to-Day Issues:** Explain how your presentation directly connects to the day-to-day issues and responsibilities of MPO practitioners. Illustrate how the content will address their challenges, improve decision-making, or enhance their work processes. Demonstrate a clear understanding of the practical realities and constraints faced by MPO professionals and the MPO Board.
- **Effective Communication:** Describe how you will effectively communicate the benefits and lessons learned to the participants. Outline your strategies for delivering the content in a concise and engaging manner. Consider utilizing storytelling, case studies, or real-world examples to make the information relatable and easily understood.

Process:

- **Engaging Activities and Demonstrations:** Explain the activities or demonstrations you will incorporate into your presentation to actively engage the participants. Describe how these interactive elements will reinforce the concepts and allow for hands-on learning experiences. Highlight any unique approaches or methodologies that you will employ to create an engaging and interactive session.
- **Practical Methodologies, Tips, and Tools:** Clearly outline the practical methodologies, tips, and tools that attendees will gain from your presentation. Explain how these resources will assist them in overcoming challenges or improving their work processes. Emphasize the practicality and applicability of the techniques and tools you will share.
- **Learning Aids and Resources:** Mention any resources, materials, or learning aids that you will provide to participants to support their learning and implementation. This could include handouts, templates, guides, or online resources that will enhance their understanding and facilitate application after the session.
- **Interactivity:** Describe how you will make the presentation interactive and encourage active participation from attendees. Explain how you will incorporate discussions, Q&A sessions, group exercises, or technology platforms to foster engagement and create a collaborative learning environment.

By addressing the 3Ps and considering the specific needs and expectations of MPO practitioners, your proposal will effectively demonstrate that your presentation will provide valuable information, tools, and practical insights to the participants at the AMPO Annual Conference.