



2024 Reimagine Aging Conference Call for Speakers

We are excited to announce that Senior Community Services (SCS) is seeking knowledgeable and engaging speakers to contribute to our upcoming Reimagine Aging Conference. For nearly a decade, this event has highlighted technology trends, products, and information to support older adults and their caregivers in making technology work for them.

This year's event is being held Friday, September 27 from 7:30 am – 12:30 pm at the Heritage Center of Brooklyn Center.

Our audience of approximately 200 includes older adults, caregivers, aging services professionals, health care providers, senior living representatives, nonprofits, foundations, government agencies and corporations.

This year's topics are described on the following pages and have been selected based on past attendee feedback and interests and challenges identified by current participants utilizing Technology Education, Connection & Help (TECH) services.

Proposal submission and deadline:

If you have expertise in any of the identified topics and the ability to present the topic to meet the needs of the target audience(s), we invite you to submit your proposal. We welcome speakers from diverse backgrounds, including academia, industry, government, and non-profit organizations. To express your interest, please submit a brief (two-page maximum) proposal that includes the following information:

- One-page outline or summary of your proposed presentation for the selected topic, including key takeaways for the audience.
 - Please note 50-minute limit for presentation.
- Brief biography highlighting your expertise and experience.
- Any specific requirements or preferences for your session.

Please submit your proposal via email to ReimagineAging@seniorcommunity.org by **Friday, May 24, 2024.**

Speaker benefits:

- Speaker will receive one (1) complimentary registration for the conference.
- Speaker will be offered one (1) additional reduced rate registration to share with a guest.
- Speaker will be offered an exhibitor table (6') at no cost.
- Speaker and their session will be promoted on the event website, via social media, and/or print media.
- If an exhibitor table is accepted, speaker's organization will also be listed as an exhibitor at the event.

Expectations of speaker by Senior Community Services (SCS):

By accepting an invitation to speak at the conference, the speaker agrees to the following:

- **No** monetary compensation or expense reimbursement is being offered, nor will monetary compensation or reimbursement be provided to the speaker.
- Speaker **may not** use their session to promote their business, practice, service, or product.
- Speaker agrees the session time slot will be determined by SCS.
- Speaker will respond to requests from the event organizer in a timely manner and meet all identified deadlines.
- Speaker will design and provide a high-quality PowerPoint presentation, in electronic format, by the deadline given.
- Speaker agrees to meet with SCS representative(s) in preparation for the event and agrees that final content must be approved by SCS.
- Once content is approved, speaker agrees no substantial changes to content, format, audio/visual needs, or room set-up will be requested.
- Speaker agrees to give SCS permission to audio and/or video record their session and understands this recording will be electronically distributed by SCS on their website and/or various social media platforms following the conference.
- By attending this event speaker hereby consents to having their photo/likeness/recordings posted publicly and on social media.

Recommendations of content for the selected topic opportunities are listed on the following pages. Should you have any questions or require further information, please do not hesitate to contact Becky Baskett, Marketing & Outreach Coordinator for Senior Community Services at b.baskett@seniorcommunity.org.

Topic 1: Technology Vocabulary Basics

Target Audiences: Older adults (60+), caregivers

Format: Breakout session (50 minutes)

For those with limited or no knowledge of technology, learning technological vocabulary is a critical step in learning how to effectively use technology and related devices.

Takeaways from this session should include definitions and demonstrations of common terms related to:

- Device types and the physical use of a device (e.g. click, tap, swipe, scroll, mouse/touchpad, etc.)
- Accessing information on the internet (e.g. wifi, browser, websites, windows, tabs, applications)
- Creating and using personalized accounts (e.g. username, password, profile, etc.)
- Printed takeaways/resources for attendees is recommended.

Topic 2: Senior-Friendly Devices, Settings, and Apps

Target Audiences: Older adults, caregivers, industry professionals

Format: Breakout session (50 minutes)

With thousands of devices offering hundreds of features, and the availability of millions of apps, which are most useful, and user-friendly, for older adults?

Takeaways from this session should include:

- Settings, features, and functions already available on most smart devices that can make them easier to use (adjusting font size, volume, using voice functions, etc.)
- Tips for determining which device type may be best for a users' needs and interests, including consideration of limited function devices
- Secure, easy-to-use applications that can benefit older adults
- Printed takeaways/resources for attendees is recommended.

Topic 3: Taking Control of Your Privacy

Target Audiences: Older adults, caregivers

Format: Breakout session (50 minutes)

Because many default settings are designed to allow collection of as much user data as possible, it's important for older adults to understand how they can control and safeguard their personal information.

Takeaways from this session should provide a simplified overview of the various levels of protection available and practical steps for adjusting basic settings that allow users to control and limit access to their data. A possible approach to this topic:

- "Global" layer
 - Secure wifi vs public wifi
 - VPNs
 - Virus/malware/ransomware protection services and software
- "Local" layer
 - Browser options and email services that may inherently be more secure even before settings are adjusted
 - Adjusting browser privacy settings
 - Limiting cookies, history, ads tracking
- "Personal" layer
 - Android/Apple device settings
 - Email security settings
 - Social media privacy/permission settings
 - Application privacy/permission settings
- Printed takeaways/resources for attendees is recommended.