



Presentation Proposal Guidelines

We are accepting your presentation ideas to share insights, best practices, emerging trends, groundbreaking research and critical industry updates in the area of food safety and food quality certification and retail food safety at the 2017 SQF International Conference. The SQF Conference audience is most interested in important industry trends, innovations and practical how-tos that can be implemented immediately. Please submit your ideas, well-grounded in the trends, issues and solutions that will provide attendees with the knowledge and skills they need to formulate, implement and strengthen their food safety and quality assurance programs and advance their careers.

Presentation proposals must be submitted online through
Monday, April 10, 2017, 11:59 pm EST using the online [Call for Proposals Portal](#).

PLEASE NOTE:

We expect a high response, so the submission portal will close once we have received 100 submissions or on April 10, whichever comes first. **No online submissions will be accepted after this date.**

About the SQF Program

The Safe Quality Food (SQF) program is recognized by retailers and foodservice providers around the world as a rigorous and credible food safety management system. It is the only certification system recognized by the Global Food Safety Initiative (GFSI) that offers certificates for primary production, food manufacturing, distribution and agent/broker management. This enables suppliers to assure their customers that food has been produced, processed, prepared and handled according to the highest possible standards, at all levels of the supply chain. Additionally as a division of the Food Marketing Institute (FMI), the SQF program incorporates continual retailer feedback about consumer concerns

About The SQF International Conference

The SQF International Conference is an annual event that brings together food safety and quality professionals at all levels of the supply chain including producers, manufacturers, retailers, wholesalers, distributors, consultants, auditors and service providers to gain knowledge and skills to help them start or improve their food safety and quality program.

Target Audience:

- Food safety and quality experts at all levels of the supply chain
- Food producers, manufacturers, wholesalers, and distributors
- Consultants, trainers, auditors, and service providers
- Retail food safety professionals

Education Session Format:

For the SQF International Conference, attendees will find the knowledge, skills and applicable how-to information they need through a variety of formats and environments. Content will be delivered in three formats:

- **General Sessions:** These sessions typically focus on general food safety topics that appeal to all stakeholders in the audience. They consist of a 50 minute presentation followed by Q&A. The number of general sessions offered is limited to two.
- **Breakouts:** These sessions focus on industry-specific topics (please see below for topics chosen by this year's committee). They consist of a 50 minute presentation, interactive workshop or discussion, followed by Q&A.
- **Workshops:** Workshops are intended to be deep dives on industry specific topics. They can also cover soft skills such as team-building or time management. The workshops are 2 hours in length.

Content and educational format of a proposal will help determine whether a session is accepted for a particular session format.

Audience size for sessions typically varies from 30-750 people depending on the topic and session format. Breakouts and Workshops are offered concurrently (4 per time slot)

Success Factors

Factors that will improve the chance of your proposal being selected include:

- You submit your proposal online before the April 10 deadline
- Your proposal has a unique angle on the topic of interest
- You have a unique or interesting way of delivering the content
- Your session description clearly states the learning objectives and expected takeaways
- You have not presented at the SQF Conference in the last two years

Topics of Interest

Please present your proposal that outlines how you plan to share insights, best practices, emerging trends, groundbreaking research and critical industry updates in the following areas taking into consideration the following attendee learning outcomes i.e. what will the attendee be able to do after the session.

Change Management

Attendee Learning Outcomes:

- Identify Change Management basics
- Describe how a site prepares, equips and supports individuals to successfully adopt change
- Describe what makes a good program
- Implement cost reduction initiatives

Equipment Procurement

Attendee Learning Outcomes:

- Identify what equipment to buy, how to handle it when it comes into the facility and who should buy it
- Describe how equipment procurement relates to SQF Code edition 8
- Demonstrate how to include sanitary design in the purchasing decision.
- Describe what to look for when purchasing equipment.

Approved Supplier Under FSMA

Attendee Learning Outcomes:

- Describe what an approved supplier is and what they do
- Describe how to get approval for local farmers or small farms
- Describe best practices for managing hundreds of suppliers and thousands of ingredients

Food Fraud

Attendee Learning Outcomes:

- Demonstrate best practices for identifying, preventing and mitigating food fraud
- Describe current food fraud examples
- Provide program solutions for managing food fraud for incoming materials as well as at the site

Food Safety in Transportation and Distribution

Attendee Learning Outcomes:

- Describe how criminals are hijacking trucks and selling food on the grey market
- Develop logs that monitor critical elements
- Identify the requirements for driver training and verification of training

Food Defense Under FSMA

Attendee Learning Outcomes:

- Use case studies to describe what intentional adulteration is and what impact it can have
- Demonstrate how to perform a vulnerability/ risk assessment
- Describe the latest trends in food defense and what tools are available for suppliers

Handling Inedible Waste Designated for Pet or Animal Food

Attendee Learning Outcomes:

- Explain the requirements for handling inedible waste for pet or animal food under FSMA Rules under FSMA
- Discuss alternatives
- Describe how to meet FSMA requirements and the necessary documentation
- Develop an action plan for handling waste management.

Labeling Beyond Allergens

Attendee Learning Outcomes:

- Describe the challenges of maintaining proper labelling to meet regulatory requirements (nutritional, weights, etc.)
- Identify the stress points that could make or break the labeling program
- Develop a plan to effectively manage the labeling program including monitoring and verification

Quality and Statistical Process Control

Attendee Learning Outcomes :

- Describe what SPC is and how it can be an effective tool that will save money
- Describe the types of tools available
- Identify correct parameters and ensure that you are within your specs

Environmental Monitoring

Attendee Learning Outcomes:

- Describe the challenges of creating and implementing an effective environmental monitoring program
- Develop an environmental action plan that includes listeria and salmonella

Ethical Sourcing

Attendee Learning Outcomes:

- Describe why an ethical brand is a strong brands
- Describe the true benefits of implementing an ethical sourcing program
- Define the top five challenges of implementing ethical sourcing certification

Validation v. Verification

Attendee Learning Outcomes:

- Identify the programs that should be validated and verified
- Determine the best approach for verifying and validating the food safety programs
- Effectively use the results from validation and verification to improve the food safety system

Traceback Methods for Assessing Site SQF Systems

Attendee Learning Outcomes:

- Describe the new traceback tool and its use during the SQF certification/re-certification audit

The FDA Qualified Auditor

Attendee Learning Outcomes :

- Describe the FSMA Final Rule on Accredited Third-Party Certification including the framework, procedures and requirements for accreditation bodies seeking recognition by the FDA, as well as requirements for third-party certification bodies seeking accreditation.

Small Suppliers and the SQF Program

Attendee Learning Outcomes:

- Describe how small sites can effectively implement an SQF System
- Avoid common pitfalls when implementing SQF for small businesses
- Implement the SQF Code with less staff and fewer funds

Implementing a Quality System for Manufacturing Sites

Attendee Learning Outcomes:

- Explain the new SQF Quality Code and the implementation of a quality system
- Differentiate between food safety management and quality management systems

HACCP Plan Deep Dive

Attendee Learning Outcomes:

- Identify how to review a site's HACCP plan
- Compare and contrast between HACCP Food Safety Plan and PC Food Safety Rule

Emotional intelligence in the Workplace

Attendee Learning Outcomes:

- Define how emotional intelligence in the workplace will promote career success and how it ties into creating a food safety or quality culture in an organization
- Describe how emotionally intelligent leaders are more effective and efficient at maximizing outcomes and desired results.
- Embrace and leverage differences among staff to foster unique ideas and ideals in the workplace.

Using Big Data to Identify and Resolve Foodborne Illness Outbreak Investigations

Attendee Learning Outcomes:

- Demonstrate how to use data mining to investigate and resolve foodborne illness outbreaks
- Identify food safety and quality insights that analytics can provide
- Identify analytic techniques available to the food and retail industries
- Describe how analytics has been used in the food and retail industries to make quality and business decisions

Using SQF Audit Reports to Assess FSMA Preventive Controls Rule for Human Food compliance

Attendee Learning Outcomes:

- Identify tools to assist with compliance and what role the SQF Code plays in
- Define the SQF Preventive Control Audit Checklist and Guidance Document
- Describe how to complete the checklist to assist
- Describe what the audit checklist tells you about a supplier and where they stand in regards to the FSMA Preventive Controls Rule for Human Food.

Best Practices for Supply Chain Monitoring.

Attendee Learning Outcomes:

- Implement best practices for monitoring a supply chain
- Define the role of technology and tools to help with monitoring
- Implement solutions for supply chain challenges
- Implement strategies for continuous improvement in a supply chain
- Describe how to improve recordkeeping--transitioning from paper to electronic records.
- Discuss the role of 3rd Party Audits in supply chain monitoring.

Listeria Prevention at Retail

Attendee Learning Outcomes:

- Define best practices for *Listeria* prevention
- Implement strategies for risk mitigation
- Describe what role environmental monitoring plays
- Implement best practices after finding a positive

Innovative Methodologies and Tools for Pathogen Prevention

Attendee Learning Outcomes:

- Describe when environmental monitoring is needed and how to properly conduct it
- Identify and implement novel technologies and processes to assist with pathogen prevention

Lessons Learned from Recalls

Attendee Learning Outcomes:

- Describe what recalls can tell you about your operation, brand, relationship (communication) with suppliers, and products.
- Demonstrate how to best work with regulatory agencies throughout the recall process.
- Implement best practices for executing a recall.
- Describe who is responsible for what during a recall
- Discuss how to conduct effectiveness checks administration post recall

Implementing SQF Retail Code

Attendee Learning Outcomes:

- Discuss what value the SQF retail certification brings to an operation and its brand
- Provide strategies for successful SQF Code implantation.
- Provide results from the Pilot Project and how it was implemented

Trends in Certification Beyond Food Safety: The Value of the SQF Ethical Sourcing Code

Attendee Learning Outcomes:

- Discuss the benefit and value of implementing the Ethical Sourcing Code
- Discuss why an ethical brand is a strong brand.
- Discuss how implementation of the Ethical Sourcing Code simplifies business operations.
- Discuss why trends such as social responsibility, sustainability, etc. matter
- Describe how to communicate ethical sourcing efforts to consumers

Simplifying your Foreign Supplier Approval Process for FSVP Compliance

Attendee Learning Outcomes:

- Discuss best practices to simplify foreign supplier approval process
- Discuss lessons learned while implementing Food Supplier Verification Programs.
- Utilize tools to assist with FSVP compliance
- Implement strategies for working with supply chain partners
- Discuss how SQF Audits can assist with compliance

Advances in Cleaning and Sanitation in Retail Food Preparation Areas

Attendee Learning Outcomes:

- Discuss best practices in cleaning and sanitation procedures—frequency and responsibility
- Discuss how to develop an effective cleaning/sanitation program at retail
- Provide some considerations for sanitary retail facility designs (food prep areas)
- Share advances in technology regarding cleaning/sanitation chemicals and products
- Discuss strategies for training employees to improve execution

Best Practices in Label Management Programs (from raw materials to finished product)

Attendee Learning Outcomes:

- Develop a comprehensive label management program from raw materials to finished product to ensure labeling requirements are met (e.g., Allergen labeling, gluten-free, kosher, etc.)
- Define the role of scale label software and best practices for ensuring accurate label information
- Describe the role of the following in label management programs:
 - Preventing cross-contact to ensure accurate labeling
 - Employee training
 - Label verification
 - Recordkeeping
 - Working with suppliers
- Implement best practices for implementing a label management system

Becoming an Effective Food Safety Leader

Attendee Learning Outcomes:

- Describe what it means to become an effective food safety leader and how to become one
- Discuss the role of a food safety leader in ensuring food standards are executed in each department
- Discuss the role of a food safety leader in helping shape new food safety professionals (e.g., training, communication, etc.)

Increasing Food Safety Awareness Within an Organization

Attendee Learning Outcomes:

- Implement best practices for working with procurement and supplier sourcing teams
- Effectively communicate the benefits of food safety internally, across departments.

Presentation Styles:

Irrespective of the session format, content may be presented in a number of styles. Research has shown that adults learn best in settings where they are able to participate actively, relate the new information or techniques to their other experiences, and practice new skills. Prospective presenters are encouraged to suggest session styles that incorporate these components and preference will be given to those proposals that include plans for active participant engagement and practical application of the concepts covered. Some examples of potential styles include:

- **Town Hall** (10-15 minute presentation followed by group discussion and report outs)
- **Structured Discussion** (presentation(s) with discussion among audience members throughout the session)
- **Panel Discussion** (moderated discussion by panel members with audience questions addressed)
- **Case Study** (presenter discusses a real-life problem and invites audience participation)
- **Group Exercise** (participants are divided into small groups and given a specific task to complete)
- **Idea Exchange** (moderator leads a discussion among participants)
- **Lecture** with audience questions and answers

Education sessions may be delivered by one presenter, co-presenters or a panel. While FMI welcomes presentation proposals from the manufacturer and service provider communities, preference will be given to those that provide a balanced view from both and buyer and seller perspectives. Please note that any speakers listed/proposed should already have agreed to speak in the session.

SQFI Non-Commercial Policy

Attendees at SQFI's conferences are seeking quality education sessions free from commercial influence or bias and are critical of presenters or sessions that seek to advertise, promote or market products or companies. SQFI therefore mandates that presenters may not use a conference session for commercial sales pitches or self-promotion. Speakers are not permitted to distribute promotional literature, brochures or sales materials in any form to attendees during their session. Presentations must be free from inappropriate use of brands, trademarks or logos. Proposals that do not adhere to this policy will not be considered. SQFI reserves the right to maintain control over the content of the sessions and to make modifications as appropriate.

Proposal Review, Selection and Notification Process:

- Proposals must be submitted by Monday, April 10, 11:59 pm EST using the online Abstract Management System. The submission portal will close once 100 proposals have been received or on the closing date, whichever comes soonest. No extension of this date will be granted. Proposals must include:
 - Full contact details including phone and email addresses
 - Presenter(s) bio
 - Full information on additional presenters
 - 3-4 learning objectives
 - Selected topic and presentation method
 - Preferred session type (breakout, general session or workshop)
 - Summary and full description of content
- Proposals will be reviewed by a selection committee comprised of SQFI-member committees and SQFI staff according to the following criteria:
 - Timeliness and appropriateness of subject matter
 - Practical application and participant take-aways
 - Clearly stated and achievable learning objectives
 - Content that meets the advanced educational needs of attendees
 - Originality (cutting-edge content not previously presented)
 - Qualifications and expertise of presenter(s)
 - Comprehensiveness and value of presentation objectives
- SQFI reserves the right to request/make modifications of content prior to acceptance
- Since the actual day and time of the session cannot be provided in advance, please ensure that the presenter(s) are available for the duration of the event dates (November 7-9).
- SQFI staff and volunteers will review all proposals and accepted presenters will be notified no later than June 1, 2017. Presenters will be notified only if they are accepted to speak.

Speaker Benefits

The following benefits will be enjoyed by all speakers:

- Increased visibility and credibility as a subject matter expert within the food safety and third party auditing field
- The opportunity to share ideas, knowledge and experience with food safety professionals.
- Promotion in conference marketing materials
- Contribution to furthering education in the retail and manufacturing industry.

The majority of speakers do not receive additional remuneration or expense reimbursement beyond these benefits; however speakers may register at a reduced rate.

For more information, please contact abondthorley@fmi.org