

CALL FOR PROPOSALS

Canadian Sales Educators Symposium '24 - June 5th, 6th, and 7th, 2024

Co-hosted by

Conestoga College School of Business and
Algonquin College School of Business & Hospitality

The Canadian Sales Educators Symposium (CSES) is a one-of-a-kind experience that brings educators and industry together to exchange ideas on the trends, technology, and techniques to enhance sales education.

Our goal is to help post-secondary educators of all experience levels improve their ability to teach sales and deliver a strong, relevant, accredited sales curriculum, cultivating knowledge and respect for the modern craft of professional selling. With a successful CSES'23-Sales Remix held last spring in Kitchener, we are excited to keep the positive momentum and have CSES'24 in person this upcoming year in Ottawa, Ontario site hosted by Algonquin College!

2024 Theme: ReDesign SALES 

To effectively entice and engage the younger generation, **a fundamental redesign of the sales profession may be required** to align it with the evolving work landscape. Embracing technology is paramount, as is fostering a culture of continuous learning. Flexibility in work arrangements, purpose-driven selling, and ethical practices, creating diverse and inclusive environments, and providing transparent career progression pathways are all part of the journey of nurturing a dynamic and forward-thinking salesforce. **Do we need a new coat of paint?**

Format: Sessions can be workshops or activity based.
Plan for your session to be approximately 50 minutes in length.

Proposals: Please include:

- Title and brief overview description of the session
- Take-away for participants e.g., lesson plans, teaching strategies, resource references, toolkits, etc.
- Describe why this is a good fit for this year's theme?

Please submit your proposals by December 1st, 2023, to Rose Mastnak
rmastnak@conestogac.on.ca and Patrick Charlton
charltp@algonquincollege.com

More information on the details of our location, accommodation, and schedule will be made available soon as we update the [website](#) and open registration. (Stay tuned...)