2025 SOA ImpACT Conference
Call for Proposals (CFP) Guide

November 2-5, 2025 | Seattle, WA
December 3-4, 2025 | Virtual
Washington State Convention Center
CFP Open from April 7 – May 12, 2025

About the SOA ImpACT Conference
ImpACT is the premier gathering of industry experts, employers, actuarial professionals, and thought-leaders—the largest of its kind! Over four dynamic days of learning and networking, attendees gain actionable insights and innovative ideas to fuel both personal and professional growth throughout the year.

Call for Proposals
The SOA invites content proposals designed to enhance the learning experience and elevate the actuarial profession. We welcome submissions that:
- Tackle essential, timely topics relevant to today's actuaries
- Offer strong business cases supported by research or data
- Showcase forward-thinking approaches and trends in the field
- Feature engaging, creative program formats
- Present innovative solutions/ ideas
- Share real-world case studies that highlight practical applications

Attendees are seeking in-depth material that builds on the basics, offering deeper insights into essential concepts they can integrate into their daily work.

Audience Profile
ImpACT is the premier gathering of industry experts, employers, actuarial professionals, and thought-leaders. The event caters to a diverse audience, including actuaries from the following practice areas:

- Life
- Retirement or Pension
- Risk Management
- Health
- General Insurance

Proposals should clearly specify the seniority level and prior experience the intended audience should have in the content area to ensure the session delivers maximum impact.

Proposal Review Criteria
- The ImpACT Planning Committee along with subject matter experts from SOA sections will review each proposal.

- Each proposal will be evaluated based on the proposal review rubric. The detailed rubric is linked at the top of the submission form.

Important Submission Guidelines and Speaker Expectations
- All proposals must be submitted via the submission link by 11:59 PM CT on May 12th.
- Presenters should represent diversity of thought, including a breadth of perspectives, as well as a variety of companies (minimum two).
- Accepted speakers are expected to register for the conference at the discounted speaker rate.

Content Tracks
As you create your proposal, please carefully consider the content tracks, which are focus areas for the conference program. While proposals may address more than one track, you must select the one which is the best fit. The "other" track should only be selected if the proposal does not fit into one of the main tracks.

Session Formats
Session formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives. The proposal submission form will ask you to check the session format that best fits your session design and delivery. Check out the format descriptions document that is linked on the submission form.

New this year – the ImpACT Planning Committee is adding the interactive workshops as an option for session length. These workshops will be scheduled for 2-hours, and the expectation is that all workshops are highly engaging providing the audience with ample hands-on experience. The 2-hour workshops **should not** be viewed as an extended lecture or panel.

The ImpACT Planning Committee also encourages submissions that can be viewed as a series of two sessions. Think of these sessions as two 60-minute sessions that follow a part one and part two structure. The series must reflect a theme or a unified set of topics. If you are interested in a two-part series submission, please submit two proposals and clearly list part one and part two in the titles. The session length for each proposal should be listed as 60-minutes.

Timeline
To help you plan accordingly during the proposal process, please make note of the overall timeline below:
- Call for Proposals is open Monday, April 7 through Monday, May 12, 2025 at 11:59 p.m. CT
- Proposal submitters notified of decisions (accept/decline): Week of June 23
- Submitters of accepted proposals gain access to speaker recruitment portal: June 30

- Speaker recruitment deadline for all sessions: August 29

Questions
If you have questions, please reach out anytime.
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