

South Carolina Assisted Living Association

Call for Presenters- 2026



Overview:

The South Carolina Assisted Living Association (SCALA) invites professionals, educators, and industry leaders to submit proposals to present at the upcoming SCALA Conference and Training Series. This event features in-person day trainings, live webinars, and conference sessions designed to support excellence in assisted living management, resident care, compliance, and leadership across South Carolina.

Topics for the Fall Conference we are looking for are below. We welcome new speakers and are open to presenter proposals beyond these:

- AI & Technology- Topic: How AI is transforming staffing, resident monitoring, documentation, & care gaps
- Workforce Retention & Recruitment- Topic: Combating staffing shortages, wage pressures, and building sustainable pipelines
- Dementia & Memory Care Best Practices- Topic: Person-centered dementia care, behavioral health strategies, and family engagement
- Risk Management & Liability- Topic: AI liability, incident documentation, litigation trends in senior care
- Leadership Development- Topic: Administrator effectiveness, building culture, and succession planning
- Playing to Win with Families-Topics: Difficult conversations, Complaints, Expectations management, Social media issues
- Filling Empty beds in a Competitive Market- Topics: Sales processes, Referral development, Digital marketing, Hospital relationships
- Mental Health & Burnout
- Medicaid & Federal Funding Landscape- Topic: Impacts of federal Medicaid cuts, state budget shifts, and financial sustainability
- Occupancy, Marketing & Census Growth- Topic: Demand generation, digital marketing, and filling beds in a competitive market
- Resident programming and wellness, life enrichment
- Parkinsons Disease
- Resident Experience & Culture
- Collaborative Care & Partnerships
- Avoiding lawsuits and various legal advice topics

Presenter Information:

Name: _____

Title: _____

Company: _____

Email: _____

Phone: (_____) _____ - _____

Academic Institution: _____

Degree: _____

Major: _____

Year of graduation: _____

Additional Presenter Info (if needed):

Name: _____

Title: _____

Company: _____

Email: _____

Phone: (_____) _____ - _____

Academic Institution: _____

Degree: _____

Major: _____

Year of graduation: _____

Session Details:

Session Title: _____

Session Type (select one or more):

☐ Conference Presentation☐ In-Person Day Training☐ Webinar☐ Other (please specify or if a specific date): _____

Session Length:

☐ 60 minutes☐ 90 minutes☐ Multiple sessions- Full Day

Target Audience (check all that apply):

☐ Administrators☐ Activity Directors☐ Executive Directors☐ Dietary and Support Staff☐ Nurses & Clinical Staff☐ Nursing home admin and staff☐ Caregivers

Session Description: Provide a clear summary of the session content or key takeaways.

List Any Learning Objectives:

- 1.
- 2.
- 3.
- 4.
- 5.

Presentation Format: Describe how the session will be delivered (e.g., lecture, panel, round table, interactive workshop, case study, demonstration).

Technology or Equipment Needs: List any audiovisual or technical requirements outside the standard we provide (wireless or lapel mic, laptop at the podium for your use, and projector)

Requested fee(s) or concessions for presentation: Not considering requests over \$2500 for this event including travel.

Preferred Presentation Dates or times: _____

Additional Comments or Special Requests: _____

Agreements

By submitting this proposal, the presenter agrees to:

- Deliver the session as described above.
- Adhere to all SCALA event deadlines and guidelines.
- Ensure that this session is informative and an educational session and not a sales or marketing presentation for your company or product.
- Allow SCALA to use the presenter's name, bio, and session information for promotional purposes.
- Participate in pre-event coordination or calls as needed.

Signature: _____ Date: _____

Submission Instructions:

Complete and submit this form by **July 2** to **scala@scassistedliving.org**.
For questions, contact **Melody Bailey** at **scala@scassistedliving.org**.

Thank you for your time. We appreciate your submission.