Session Type 1: Workshop

Skill-building through practice, peer exchange, and applied learning — 75 minutes

Description	Immersive, skill-building sessions that go beyond content delivery. -Participants engage through structured activities — case work, peer exercises, and applied practice. -Must include real-world case examples. -Attendees leave with something they can apply directly.
Format	15 min didactic framing / 45 min structured interactive segment (case work, small-group exercises, scenario-based activities) / 15 min synthesis, Q&A, and takeaways
Strong Proposals Include	• A clearly defined skill, challenge, or practice area • Clear learning objectives • At least one real-world case example (preferred) or theoretical scenario that participants will work through • A practical output — a framework, decision tool, checklist, or approach that attendees can apply • Faculty who have used or tested the approach in practice • Solid upfront didactic section that is based on evidence with references to public sources and MAPS' Knowledge Center
Avoid	• Sessions structured as presentations with a token Q&A reframed as workshops • Generic overviews without specific, applied activities • Promotional references to platforms, vendors, or proprietary tools • Faculty panels without structured participant engagement
Faculty	2–3 faculty required with majority from industry from different companies.
Expected Attendance	50–60 participants

Session Type 2: Debate Session

Structured opposing arguments on unresolved Medical Affairs questions — 60 minutes

Description	Structured opposing arguments on genuine, unresolved Medical Affairs questions. -Two faculty hold contrasting positions; a moderator manages structure and audience engagement. -The goal is deeper thinking on a contested issue — not a declared winner. -Must address a designated Domain topic.
Best-Fit Use Case	Topics where thoughtful Medical Affairs professionals hold fundamentally different views.
Format	15 min didactic framing (moderator sets context and defines the proposition, debaters frame their argument) / 20 min structured debate driven by questions (opposing faculty each present their position with supporting evidence; rebuttals included) / 15 min audience participation (live Q&A, polling, or structured discussion via Slido or equivalent), 10min closing, wrap up, conclusions

Strong Proposals Include	• Agenda follows debate format • A clearly defined, contestable proposition — not a topic, but a specific position to argue for or against • Solid upfront didactic section that is based on evidence with references to public sources and MAPS' Knowledge Center • A moderator with experience in facilitating the discussion, time management, and audience energy • A plan for meaningful audience participation, not just a final Q&A • Faculty who hold the assigned position authentically, not just as a rhetorical exercise • A concluding frame that helps attendees synthesize what they heard, even without a resolution
Avoid	• Propositions with obvious right answers — debates require genuine ambiguity • Topics so technical they exclude most of the audience • Promotional positioning for one company's approach under the guise of a debate position
Topic Requirement	Debate proposals may address one of the designated high-priority topics by Domain published in the CFP guidance for the relevant cycle or propose their own.
Faculty	3 faculty required with majority from industry from different companies.
Expected Attendance	150–200 participants

Session Type 3: Didactic Learning Session

Expert-led knowledge transfer on a defined Medical Affairs topic — 60 minutes

Description	Structured, faculty-led sessions for knowledge transfer, best practices, or evidence-based frameworks. -Faculty are the primary source of content; attendees listen, absorb, and engage through Q&A.
Format	45 min structured presentation (faculty-led delivery of core content with real-world examples) / 15 min Q&A and synthesis
Strong Proposals Include	• A clearly defined, specific topic • Solid upfront didactic section that is based on evidence with references to public sources and MAPS' Knowledge Center • Real-life examples or case references that ground the content • Clear learning objectives • Faculty who are genuine subject matter experts
Avoid	• Overloaded agendas trying to cover too much in 45 minutes • Content structured as a commercial overview or product positioning in educational framing • Panels without clear learning structure and lacking didactic section
Faculty	2-3 faculty required with majority from industry from different companies.
Expected Attendance	50–60 participants