REQUEST FOR PROPOSAL

DEVELOP AND INSTRUCT A NEW ASHRAE LEARNING INSTITUTE (ALI) COURSE ON PUBLIC SPEAKING AND TECHNICAL COMMUNICATIONS

ASHRAE is a professional engineering association with more than 50,000 members from over 130 nations that is dedicated to advancing the arts and sciences of heating, ventilation, air conditioning and refrigeration to serve humanity and promote a sustainable world. To facilitate effective knowledge transfer, ASHRAE is seeking proposals from qualified individuals to develop and deliver a custom 3–4-hour instructor-led ASHRAE Learning Institute (ALI) course focused on public speaking and technical communications.

Course: Duct Tape Your Nerves and Speak with Confidence

Proposal Due Date: February 23, 2026 (5:00 PM Eastern Time)

Anticipated Selection Date: March 9, 2026

All proposals must be received in electronic format **prior to 5:00 PM (Eastern Time)** on the due date.

Electronic copies must be submitted to kmurray@ashrae.org.

Questions should be directed to **edu@ashrae.org**.

ASHRAE reserves the right to reject any or all proposals or to not proceed if circumstances dictate.

STATEMENT OF WORK
Background and Vision
ASHRAE members and industry experts frequently share complex technical information with a wide range of audiences. While their technical expertise is strong, many lack the communication skills and confidence needed to deliver clear, engaging, and professional presentations. This course will provide practical tools to more effectively present content in both in-person and virtual settings. By closing the critical skills gap, ASHRAE supports

knowledge transfer, leadership development, and professional growth–enhancing the global impact of its technical education.

Objective

The goal is to develop a course that equips designated instructors, engineers, and industry professionals with the skills necessary to communicate technical content with clarity, confidence, and impact. Course participants will learn to:

- Organize content logically
- Simplify complex concepts without losing accuracy
- Design effective visuals
- Engage diverse audiences
- Manage presentation anxiety

Scope

Targeted Audience

- Current and prospective ASHRAE instructors and presenters
- Engineers and industry members seeking to strengthen their presentation skills

Course Length

3–4-hours, instructor-led, offered in-person and virtually. Stacked segments of 1-1.5-hours will be considered for the virtual offerings.

Content Focus

The course should emphasize how technical content is framed, explained, and delivered without affecting the content itself. It will focus on three overarching skill domains:

1. Clarity of Message
   - Structuring technical material into clear, logical narratives
   - Aligning presentations with audience needs
   - Setting purposeful objectives and simplifying data without compromising accuracy
2. Confidence in Delivery
   - Building practical public speaking skills
   - Managing nerves and maintaining presence
   - Engaging audiences and handling tough questions effectively
3. Impact through Visual and Virtual Communication
   - Designing clear, accessible visuals and data displays
   - Applying best practices for slides, graphs, and charts
   - Delivering engaging presentations to in-person and virtual audiences

Together, these domains ensure participants understand not only *what* to communicate but also *how* to deliver content effectively, enhancing ASHRAE's mission of professional education and global outreach.

Content Outline

Content of the course should include but not be limited to the following elements:

1. Introduction to Technical Communication
    - Common pitfalls in technical presentations
    - Audience analysis (experts, decision-makers, non-technical stakeholders)
    - Informing vs. engaging
    - Activity: Reflection on past presentation experiences
2. Structuring a Technical Presentation
    - Effective structures: introduction, body, conclusion
    - Choosing between chronological, problem-solution, or topical formats
    - Simplifying data effectively
    - Crafting clear objectives and takeaways
    - Workshop: Outline a short technical talk
3. Speaking with Clarity and Confidence
    - Voice, pacing, and minimizing jargon
    - Using analogies and visualizations
    - Managing nerves and presence
    - Practice: Deliver a 2-minute technical explainer with feedback
4. Designing Effective Technical Visuals
    - Best practices for charts, graphs, and schematics
    - Avoiding information overload
    - Enhancing readability with color, contrast, and layout
    - Hands-on: Redesign a slide for clarity
5. Handling Q&A and Tough Questions
    - Preparing for common challenges
    - Managing pushback and off-topic questions
    - Responding without defensiveness
    - Role-play: Hot-seat Q&A
6. Virtual and Hybrid Presentations
    - Techniques for remote engagement
    - Managing technology challenges
    - Tools for interactivity (polls, annotations, Q&A)
    - Exercise: Deliver a short virtual presentation
7. Final Presentation Showcase
    - Deliver a 5–10 minute technical presentation
    - Peer and instructor feedback on delivery, visuals, and structure
    - Self-assessment and next steps for continued growth

CONTENT DEVELOPER/INSTRUCTOR QUALIFICATIONS

The selected course developer/instructor must demonstrate:

- Expertise in adult learning and course design
- Proven experience developing communication and presentation training for new and experienced professional engineers
- Familiarity with ASHRAE subject matter and member needs (preferred)

- Ability to design engaging, practice-based activities (e.g., role-play, peer review, Q&A simulations)
- Capacity to deliver high-quality course materials suitable for both in-person and virtual formats

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PROPOSAL REQUIREMENTS

Proposals must include:
- Resume including company/consultant profile and relevant experience
- Examples of similar course development projects (specifically adult education or public speaking training)
- Proposed approach and methodology
- Draft timeline with major milestones
- Several sample slides

PROPOSAL EVALUATION CRITERIA
- Understanding of the Statement of Work and proposed approach (25%)
- Past performance in developing user-oriented training and/or technical communications (20%)
- Experience with technical and professional audiences (35%)
- Qualifications and experience of proposed personnel (20%)

In addition to the technical criteria, costs will be a factor. Selection will be based on the best overall value for ASHRAE.

ADDITIONAL INFORMATION
- This project is considered "Work for Hire." ASHRAE will hold exclusive copyright and intellectual property rights to the training, including any associated software and source code.
- As a 3–4-hour course, development costs are not covered; the instructor will instead receive an honorarium each time s/he delivers the course. Only ASHRAE may license the training to third parties.
- Text and graphics that appear in or with the course must comply with the ASHRAE commercialism policy which mandates materials be free of commercial bias and not imply endorsement by ASHRAE of any commercial interest. https://www.ashrae.org/about/governance/ashrae-commercialism-policy-and-guidelines
- Works cited in a presentation must be listed in a references section. ASHRAE uses the author-date citation method. Parentheticals are the preferred method for non-reference supplemental information.
- Course content developers must obtain permission to reprint any images they want to use from another source; ASHRAE will not obtain the permissions.