

2018 BOMA International Call for Presentations: Information, Tips, Guidelines & Rules

BOMA2018
INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS
HENRY B. GONZALEZ CONVENTION CENTER | SAN ANTONIO, TX
JUNE 23-26, 2018

Increase your chances of acceptance: Review this information

BOMA International is looking for engaging conference sessions for the 2018 BOMA International Annual Conference. Is this your moment to share your expertise, knowledge and insight with commercial real estate professionals from across the country? Attendees at the BOMA International Annual Conference include:

- Building/Property Manager
- Asset Manager
- Facility Manager
- Building Engineer
- Building Owner/Investor
- Developer/Builder
- Architect/Designer
- Leasing Agent/Broker

We strongly encourage you to read through the entire document – *for those who have submitted in the past, there are new requirements for proposals in 2018* – but, if you must skip through to specific topics/areas, you will find links below to each section of the document.

In this document:

- [Rules and Responsibilities: What you need to know before you begin.](#)
- [What We Are Looking For: Education track definitions and specific topics to consider](#)
- [Instructions: Detailed information on everything you need to prepare for a complete session proposal](#)
- [Get Accepted: Tips on what makes a successful proposal; plus, what *not* to do.](#)

PROPOSAL REVIEW CRITERIA

Each proposal is reviewed by a content review committee made up of industry volunteers. Each proposal is reviewed based on:

- Overall quality of the session proposal
- Timeliness and relevance of the topic
- Clarity and completeness of the proposal
- Learning objectives
- Session layout and design
- Presenter skill and knowledge

QUESTIONS?

Contact Sara Harr, Manager, Education and Meetings: 202.326.6351 or sharr@boma.org.

2018 BOMA Call for Presentations: RULES AND RESPONSIBILITIES

- **BOMA does not reimburse any travel expenses or pay speaker fees/honoraria for education sessions.**
- Presenters may be included in **NO MORE THAN TWO SESSIONS**. Please communicate with any presenters you are including to ensure they are not over-committed – if one of your presenters is in multiple other submissions that may impact yours being accepted.
- Education sessions are required to be **NON-COMMERCIAL**. Presenters may not promote a product, service, or anything representing monetary self-interest. Any proposal deemed as a sales pitch will automatically be removed from consideration.
- Industry vendors and suppliers **MUST INCLUDE** speakers who can speak to the application or implementation of ideas or products discussed in the proposed session – customers, end-users, or clients.
- Names, titles, bios and contact info for each speaker must be provided at the time of submission. Any submissions containing incomplete speaker info will be automatically disqualified after the submission deadline.
- Submitters must **INFORM** each person recruited to be a part of the session of the rules and responsibilities and have **PERMISSION** from all speakers to submit their names for consideration. If a proposal is selected and the speakers were not aware of the submission, the proposal is subject to automatic cancellation and being replaced from a session on the wait list.
- Each presenter, panelist, facilitator, and/or moderator associated with an accepted session will be required to review and officially accept BOMA International's conference **SPEAKER AGREEMENT** and complete an **ONLINE PROFILE**.
- All presenters **MUST REGISTER** for the conference. BOMA International offers a discounted registration fee for the full conference or a complimentary, day-only registration for the day of the session.
- Once a presentation is accepted, a new person **cannot** be added or speakers switched out without prior approval from the CFP Review Committee.
- For all accepted submissions, BOMA reserves the right to edit any submitted copy for promotional purposes.
- Sessions at BOMA International Conference and Expo are scheduled on Sunday, Monday and Tuesday. The schedule is determined by balancing topics and target audiences. Individual schedule requests are considered only in extreme circumstances

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2018 BOMA Call for Presentations: EDUCATION TRACKS AND TOPICS

Audiences at the BOMA International Annual Conference are looking for more than surface level ideas on the education sessions. Our attendees are experienced in the industry and are looking for genuine discussion on solutions to problems they are facing in their buildings. Take some time to review the focus of each track as well as specific topic suggestions.

- **BUILDING OPERATIONS AND MANAGEMENT** Subjects that identify solutions to reduce daily operating costs, more efficiently manage buildings, and maintain smooth building operations inside and out are the focus of this track. Specifically, consider these topics:
 - IoT – selling the ROI, utilizing data collected
 - FitWell program, session targeted to building operations and management
 - Service Contracting
 - Technology solutions for common PM issues
 - Developing preventative maintenance programs
 - Micro-grids
 - Metering and sub-metering
 - Retro-commissioning and commissioning
 - Developing a training program
 - Develop an operating manual
 - Construction management
 - Life cycle cost analysis on building improvements
- **HIGH PERFORMANCE BUILDINGS** These sessions focus on sustainability, durability, occupant productivity, energy efficiency and technology in buildings; these sessions influence improvements of processes, aiding in the reduction of your building's carbon footprint and lowering expenses while maintaining a highly optimized building.
 - Sessions that feature a property manager's perspective
 - Cyber security risks specifically related to smart, connected technology in high performance buildings
 - Building certifications moving beyond infrastructure and focusing on occupants
 - Financial incentives for retrofits
 - Water efficiency
 - Indoor air quality
 - Big data and analytics – proactively using the data that's being collected
 - Managing with fewer resources
 - Environmental social governance
 - Engaging tenants in sustainability efforts
 - Performance contracting

BUILDING OPERATIONS AND MANAGEMENT AND HIGHPERFORMANCE BUILDING SUBTRACKS

If your proposal will be in one of the building operations or high performance buildings tracks, you will be asked to select one of the following six sub-categories to narrow down the topic of your proposal

- **Energy Efficiency:** Commissioning, demand response, lighting, metering, operating efficiency
- **Environmental Responsibility:** Districts, EV charging, building certifications, renewable energy, water, waste
- **Major Building Systems:** HVAC, roof, sprinkler systems, vertical transportation
- **Services:** Janitorial, pests, security, waste management
- **Management Decisions:** Certificates of insurance, compliance, emergency/crisis planning, financing, warranties, risk management
- **Data Management:** Data collection, data analytics, privacy, securing data
- **Technology:** Cyber security, connectivity, IoT, apps, wi-fi

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- **CREATING ASSET VALUE** This track is designed to help property managers and asset managers gain further knowledge about the asset management function within commercial real estate, this track will cover policies, leases, negotiations, and decision-making skills.
 - Technology for automating accounting and finance in commercial real estate
 - Managing the relationship between an asset manager and a property manager
 - Impacts of decisions
 - Managing risk
 - Leasing/lease negotiations
 - Key economic indicators
 - Big data and analytics
 - Adding value to the bottom line
 - How funds operate
 - High value vs. low value tasks

- **INDUSTRIAL REAL ESTATE MANAGEMENT** This track keeps attendees informed on this rapidly growing sector of commercial real estate and provides high-level sessions covering trends, new technology and is looking for sessions that provide expert technical information for industrial property managers.
 - New, emerging and disruptive technologies
 - Retail conversion to e-commerce
 - Conversion – trends to convert asset types to serve industrial uses
 - Preparing for hazmat
 - Air cargo
 - Benchmarking industrial properties
 - Encouraging tenant engagement in energy saving initiatives
 - Real Estate Law: Exposures relating to Industrial tenancy
 - Case studies/storytelling: sharing interesting and unusual situations and the solutions and/or resolutions
 - Managing re-purposed warehouses
 - Low and high volume logistics
 - Safety, risk and environmental management
 - Building and managing the modern industrial warehouse
 - Industrial trends: intermodal, new ports, etc.

- **LEADERSHIP AND CAREER DEVELOPMENT** Session in this track concentrate on professional and personal development and on maximizing your career potential, as well as sharpening the talents and leadership skills of attendees.
 - 21st century leadership – navigating unique generational, cultural, personality and work style differences to create and be a part of an effective team
 - Effective F2F communication
 - Social media in the workplace – business and personal
 - Stress and time management
 - Effectively managing remote teams
 - Managing conflict
 - Leadership theories, concepts, and styles
 - Being an industry leader
 - Being an effective leader at every stage in your career

- **TENANT RELATIONS AND RETENTION** Sessions in this track explore strategies to create successful operation plans and how to use effective design techniques to address evolving tenant workplace needs and demands.
 - New and emerging technology
 - Measuring tenant satisfaction
 - Collecting data and measuring returns on building changes/improvements
 - Effective tenant satisfaction surveys – and what do you do with that information
 - Concierge level management
 - Successful tenant/management communication
 - Innovative tenant events
 - Managing tenants through major building renovations
 - Dealing with challenging tenants
 - Marketing a building through a repositioning
 - Trends in building amenities
 - Appealing to an increasingly diverse tenant base
 - Trends in space design

2018 BOMA Call for Presentations: INSTRUCTIONS & PROPOSALS DETAILS

Before you begin, we strongly recommend you review the information below and that you create your proposal in a MS Word document (or similar platform) then cut and paste the details into the online system. Each of the following is required for a complete proposal.

PROPOSAL DETAILS

- **TITLE (max 125 characters):** This is the first impression for your presentation. Is it informative and engaging? Is it active, i.e., what, exactly, is the take away? Does it accurately reflect the session topic? Is it short and to the point (the title does not have to explain everything they will learn, that's the job of the description)?
- **SESSION DESCRIPTION (max 600 characters):** A well-written description clearly identifies the purpose and intent of the session. It also peaks the interest of the reader and encourages them to attend the session. To be effective the description should: preview the content and the learner outcomes (what will they learn); clarify the relevancy of the topic (why they need to know it); and highlight the benefits of attending the session (what they will be able to do with this information).
- **NEW! SESSION FORMAT:** Session will be 60 minutes. Please choose ONE of the following session formats
 - **Topic Forum:** 10-15 minute presentation followed by group discussion and potential report outs. *Presenter types: presenter, facilitator*
 - **Structured Discussion:** presentation(s) geared to inspire discussion among audience members throughout the session. *Presenter types: presenter, facilitator*
 - **Panel Discussion:** moderated discussion by panel members with audience questions addressed. *Presenter types: moderator, panelist*
 - **Case Study:** presenter discusses a real-life problem and/or solution to a problems and invites audience participation. *Presenter types: presenter*
 - **Group Exercise:** participants are divided into small groups and given a specific task to complete or problems to brainstorm solutions. *Presenter types: facilitator, presenter*
 - **Idea Exchange:** moderator leads a discussion among participants. *Presenter types: moderator, facilitator*
 - **Interactive Lecture:** An informative and instructional speech with time specifically allotted for Q&A. *Presenter type: presenter*
- **LEARNING APPROACH:** Identify the type of information that will be presented to the session attendee. Is it a tangible, hands-on skill developing session, or a solutions-based session? Select the best option
 - **Skill Building:** How-to, tactical instruction
 - **Best Practices/Lessons Learned:** Sharing real work experiences, case studies, strategies
 - **Problem Solving:** Identification, examination, and analysis of solutions to a particular problem or issue
 - **Concept Exploration:** Discussion on higher-level ideas, strategies, and/or issues important to CRE professionals
- **FOUR (4) LEARNING OBJECTIVES (max 500 characters):** Learning objectives show the measurable outcomes of the session. Learning objectives are best expressed through active verbs such as: learn, discover, establish, assess, identify, examine, construct, etc. *Tip: when developing you learning objectives, complete the following sentence: "after this session, attendees will know..., or will know how to., or can confidently discuss..."*

- **NEW! SESSION DESIGN/OUTLINE (max 1000 characters):** Explain the flow of and how you will conduct the presentation. You are challenged to be informative, creative and interactive. Provide enough detail that reviewers can clearly visualize your presentation. Submit in the form of an outline.
- **TARGET AUDIENCE:** Who benefits most from being in the room
 - Property/Building Managers
 - Building Owners
 - Asset Managers
 - Engineers
 - Facility Managers
 - Architects
 - Developers
 - Emerging Professionals
 - Mid-level Professionals
 - Season Professionals
- **NEW! TWEET YOUR SESSION (max 140 characters):** Give us the tweet you would use to promote your session – remember 140 characters or less!

PRESENTER DETAILS you will need to provide the following information for **EACH SPEAKER**

- **NAME**
- **JOB TITLE**
- **COMPANY**
- **ADDRESS**
- **EMAIL**
- **PHONE**
- **BRIEF BIO (recommended max 250 words):** bios are brief, in paragraph form and focus on credentials and professional expertise in the topic being proposed.
- **PRESENTER TYPE**
 - **Presenter** – a presenter shares explanations of a given topic in an information session
 - **Facilitator** – a facilitator guides group discussion and/or decision making
 - **Moderator** – guides a group of subject matter experts (panelists) and audience participation in a discussion or information session
 - **Panelist** – one of multiple topic experts chosen to share knowledge in a moderated discussion
- **REFERENCES** Provide information on recent speaking engagement.
 - Date, location, topic, and website (if applicable/available)

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2018 BOMA Call for Presentations: PROPOSAL EVALUATION AND TIPS

Submissions are evaluated by BOMA International's CFP Review Committee, which consist of BOMA staff, volunteer leaders and other industry experts.

SAVE YOUR WORK BEFORE YOU SUBMIT!

We strongly recommend that you create and save your proposal in MS Word or another program before entering information in the online form

PROPOSALS THAT WILL BE DISCARDED WITHOUT REVIEW:

- Incomplete submissions
- Sales pitches
- Poorly written or underdeveloped proposals
- Submission that do not adhere to [BOMA International's CFP Rules and Regulations](#)

PROPOSALS ARE EVALUATED ON THE FOLLOWING WEIGHTED CRITERIA:

- **Relevance** and timeliness to the CRE Industry – 35%
- Demonstration of **take home value** for the conference attendees – 25%
 - Take home value is described through the four (4) learning objectives
- Innovative presentation techniques and **audience engagement** – 15%
 - Use of case studies, interaction with audience, actual applications and/or field data
- Clearly **defined** topic focus – 15%
- Presenter **skill/expertise** – 10%

OTHER THINGS CONSIDERED:

- Number of sessions in each education track
- Number of submissions using the same speaker(s) **TIP: check with any presenters you are including to be sure they have not also submitted or been added to other submissions.**
- Location of the conference and important topics to that region

FOR A GOOD PROPOSAL, WE RECOMMEND:

- Think, discuss, and plan before you submit. Be very clear about what your session will be, how you will deliver it and what your audience will take away from it
- Start with your audience – the session is about them and what their interest level and needs
- Think about your time limit – determine what your audience needs to know, then narrow it down even more to THE MOST important information that can realistically fit into a 60 minute time slot.
- Go deeper – the audiences at the conference are looking to go below the surface information. Give them tangible, specific information that they can use immediately or take home and expand on it.
- Create well developed and defined learning outcomes that use active verbs
- **Have someone (or multiple people) review your proposal before you submit.** Otherwise you may resemble the nest list.

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THINGS THAT MAKE US GO “HUH?” (AND THEN LIKELY REJECT YOUR PROPOSAL):

- Poor grammar!
- ALL CAPS ARE BAD EDICIT. Caps are good for headers, but not for the rest of your proposal
- Lack of understanding the audience. Review the information on who attends the conference before you submit.
- Titles that do not match the description. You want to catch the reader’s attention, but don’t try to be too clever. Clarity is key.
- Multiple submissions from the same person/group with similar topics.
- Obvious sales pitches. Suppliers and vendors have valuable knowledge to share. Don’t make the mistake of making your proposal a marketing piece. Up your chances of acceptance by adding customers and end users to your session.

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