

Call for Presentations

If you're at the forefront of the industry and have expert knowledge in an emerging or fast-changing area of commercial real estate, then we want to hear from you. Share your insights and expertise and be recognized as a leader by speaking at the 2021 BOMA International Conference & Expo. Simply submit a proposal summarizing your topic and credentials, and you could help train the next generation of CRE professionals.

We are specifically looking for topics that focus on these overarching topics that have applications throughout the CRE industry:

CRE Workforce – talent identification, recruitment and retention as well as leadership and communication skills

The Evolving Workplace – providing the space that will help you recruit and retain your tenants as well as increase the value of your assets

Emerging Trends and Technologies – what's coming that will affect building operations, client engagement and retention, and asset value

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
- Learner Outcomes
- Session layout and design
- Presenter skill and knowledge

QUESTIONS?

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BOMA 2021

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS

JULY 18-21 | BOSTON, MA
EXPO DATES: JULY 19-20

Rules & 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.
- 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

SUBMIT NOW SUBMISSION DEADLINE: NOVEMBER 20, 2020

Audiences at the BOMA International Annual Conference are looking for more than surface level ideas on the education sessions. Attendees instead 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, PERFORMANCE AND MANAGEMENT** Smooth, sustainable and efficient building performance and operations are the focus of this track. Sessions will 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. Submissions in this category will be separated into sub-tracks and you will be asked to select one of the following six sub-categories to narrow down the topic of your proposal. Topic suggestions:
 - Environment, Social and Governance (ESG)
 - Convergence of IT, OT and IoT
 - Smart Buildings/Smart Cities
 - Health/Wellness for building and people
 - Social and economic impact of sustainability
 - Building a safety program

BUILDING OPERATIONS, PERFORMANCE AND MANAGEMENT SUB-TRACKS

- **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, connectivity
- **Services:** Janitorial, pests, security, waste management
- **Management Decisions:** Certificates of insurance, compliance, emergency/crisis planning, financing, warranties, risk management, contracting
- **Data Management:** smart buildings (convergence of IT, OT and IoT), data analytics, privacy, securing data, dashboards, sensor data
- **Technology:** Cyber security, AI, Digital Transformation, apps, wi-fi, sensor technology, augmented intelligence

- **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. Specific Topics to consider:
 - Managing and mitigating risk – economic, environmental, ethical, human resources
 - Technology for automating accounting and finance in commercial real estate
 - CRE development trends
 - Managing the relationship between an asset manager and a property manager
 - How ESG impacts to profitability
 - Leasing/lease negotiations
 - Key economic indicators
 - Big data and analytics
 - Adding value to the bottom line
 - How funds operate

- **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
 - Encouraging tenant engagement in energy saving initiatives
 - Multi-Level Industrial Properties
 - 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
 - Co-working industrial trends.
 - Cannabis – systems, security, risk.

- **LEADERSHIP, CAREER AND TALENT DEVELOPMENT** Sessions in this track focus on the challenges and solutions of personal and professional development as well as attracting and keeping talent. Sessions submitted by commercial real estate professionals with solution-based case studies are preferred.
 - Effective recruitment strategies
 - Communication and presentation skills
 - Mid-career management
 - Diversity, inclusion and unconscious bias
 - Blending work and personal responsibilities
 - Emotional Intelligence, coaching and other effective leadership skills
 - Mentorship and sponsorship

- **OCCUPANT ENGAGEMENT** Sessions in this track explore evolving tenant needs and creating and maintaining successful relationships with tenants that provide strong ROI to building owners.
 - New and emerging technology
 - Unconscious bias and tenant relationships
 - Collecting data and measuring returns on building changes/improvements
 - Effective, and useful tenant satisfaction surveys
 - Amenities/Hospitality: Trends, tenant expectations, costs, ROI to owners
 - Creating engaging properties
 - Innovative events that show strong ROI and gain owner buy-in
 - Managing tenants through major building renovations
 - Dealing with challenging tenants
 - Appealing to an increasingly diverse tenant base
 - Blockchain and tenant relations
 - Trends in space design

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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? *TIP: the title does not have to explain everything they will learn, that's the job of the description!*
- **SESSION DESCRIPTION** (max 600 characters*): This is where you should explain the objective of your session – what do you want the attendee to know? A well-written description will clearly identify 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).
- **SESSION FORMAT**: Session will be 60 minutes. Please choose ONE of the following session formats
 - **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 problem and invites audience participation. *Presenter types: presenter*
 - **Interactive Lecture**: An informative and instructional speech with time specifically allotted for Q&A. *Presenter type: presenter*
- **SESSION DESIGN** (max 1000 characters*): In this section, please explain in detail how you plan to execute the session format you selected and how the design of your session will help to meet your session objectives and learner outcomes.
- **FOUR (4) LEARNER OUTCOMES** (max 500 characters*): Learning outcomes describes what an attendee will know or be able to do as a result of attending your session. Outcomes are best expressed through active verbs such as: learn, discover, establish, assess, identify, examine, construct, etc. *Tip: when developing your outcomes, complete the following sentence: "after this session, attendees will know..., or will be able to..., or can confidently discuss..."*
- **TARGET AUDIENCE**: Describe who should attend your session. Who in the CRE profession/world is your session targeted to?
- **TWEET YOUR SESSION** (max 280 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** (max 2000 characters*): bios are brief (we recommend 250-300 words), 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

*Character limits include spaces

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