



Call for Presentations

TIPS FOR A SUCCESSFUL PROPOSAL

PROPOSALS ARE EVALUATED ON THE FOLLOWING WEIGHTED CRITERIA:

- Demonstration of **take home value** for the conference attendees – 30%
 - Take home value is shared through the learning approach, four (4) learning objectives and session format
- **Relevance** to the CRE Industry – 25%
- Clearly **defined** topic focus – 20%
- Innovative presentation techniques and **audience engagement** – 15%
 - Use of case studies and storytelling, interaction with audience, applications and/or field data
- Demonstrated presenter **skill/expertise** – 10%

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 the content and what your audience will take away from your session. Keep in mind the volume of proposals received (over 200 for 2018) and that many cover similar topics. Make it very clear why your proposal should be selected. What does your proposal bring that no one else's does?
- **Start with your audience** – How does your session help your audience? Think not only about job titles but building types as well.
- **Go deeper** – attendees 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 focus on how your session will help audience members do their job better and/or solve a particular issue or problem.
- **Has the audience see this before?** And do they need to see it again? New topics, or unique and advanced takes on perennial topics rise to the top of the list.
- **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.
- **Pay attention to the proposal itself.** It needs to be well written, clear, and have substance. It also needs to have complete information, including all speakers who will be involved, we can't review what is not included.
- **Have someone (or multiple people) review your proposal before you submit.** Otherwise you may end up in the next list.

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

- Obvious sales pitches.
- Clickbait titles. You want to catch the reader's attention, but don't try to be too clever. The title should be clear about the topic being presented. Even better, it should be clear what the attendee will get out of the session.
- Vague and/or disjointed information. Clarity is key. So be VERY clear about what your session will cover. If you are telling us that you will give 10 tips, you need to share at least some samples of the tips in your proposal. If the reviewers can't determine what attendees will learn, it won't make the cut.
- Lack of understanding of the audience. Review the information on who attends the conference before you submit.
- Multiple submissions from the same person/group with similar topics.
- Poor grammar!

COMMON “RED FLAGS” FROM REVIEWER COMMENTS:

- The presenter(s) 's job title and/or bio is primarily focused on sales, marketing, business development, account management, etc. If there are no other presenters, there is an extremely good chance of rejection. Even with other presenters, this could be a red flag. So, if marketing staff are speaking, make extra sure that all other aspects of the proposal are completely sales pitch free.
- The language used in the proposal is focused on a product or service rather than on a problem that can be solved by attending your session. See above regarding sales pitches.
- All speakers are not included in the proposal – not having speakers confirmed means that the reviewers cannot be confident that the session will be able to accomplish what it proposes. Complete proposals have a significantly better chance of being selected.
- There is no property manager perspective. Conference attendees want to hear from their peers. If you are an industry supplier or vendor, add a customer, client or end user to your session
- The proposal is not clear enough on what the learner outcomes will be – what will the audience take away from the session? For example, lots of explanation of a new process, trend or technology with little or no information on how it can or will impact the audience.
- Lack of effort or innovation in the session design. Be sure to read though all the components of the proposal – focus on more than a title and description.