

# GUIDE TO CRAFTING YOUR PROPOSAL

2020 International Builders' Show  
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## About This Guide

This guide will assist you in preparing your IBS Education session proposal. It includes a list of questions you will be asked when completing and submitting your proposal online.

Please read the instructions carefully for each and give special attention to our  **Expert Tips** as they will provide best practices and suggestions that can increase your proposal's chances of being selected.

## About the Online Submission System

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The IBS proposal submission and review process is managed through an online system, CadmiumCD. Please visit [buildersshow.com/speak](http://buildersshow.com/speak) and select **Submit Your Proposal** to access the system. In CadmiumCD, either log in if an existing user or click **Join Now** to create a new profile. Once logged in, select **Click here to begin a new Session** to add your proposal. After providing basic information about your proposal, a "Task List" will be created for you, outlining various details you will need provide and questions to be answered.

You are able to save your work as you move through the questions, therefore allowing you to start your submission and complete it at a later date. To return to your proposal or make changes, simply use the login information and access key provided when creating your profile. You will have until April 22, 2019, to access, make changes and complete your submission.

## Alternative Program Type Consideration

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**We are only accepting proposals for our standard 60-minute Building Knowledge sessions through the RFP;** however, we do offer additional types of educational programming at the show including Master sessions, Tech Bytes and IBS Live presentations (descriptions can be found on page 6 of this guide). If you would like for your proposal to be considered for one of these alternatives *in the event it is not selected as a Building Knowledge session*, you will have an opportunity to indicate that at the end of your proposal. **If you wish to be considered only for an alternative session type, please do not submit your proposal in Cadmium.** Instead, contact NAHB's Director of IBS Education, Kirby Simmering, at [ksimmering@nahb.org](mailto:ksimmering@nahb.org) for additional instructions on how to do so.

## Proposal Questions

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On the following pages, you will find a list of the various questions you will be asked as you move through the online system and your Task List. Please pay special attention to the **Expert Tips** when crafting your responses.

### ► Proposal Title

#### Instructions:

Your title should reflect the subject matter and the audience if your program is audience specific. Try to include verbs (action words) where possible. 100 character limit; most range in length from 5 to 15 words.

**i** **Expert Tip:** An attendee's decision on whether or not to go to a session often hinges on the title alone. Be direct and honest about the content, be concise and give attendees a reason to want to walk in the door. Be mindful of using humor or plays on words, as the result can be a title that, while entertaining, often does not describe what the session is really about.

## ► Session Format

### Response Options:

- **Case Study:** presentation of outcomes relating to a research topic, study, construction project, etc.
- **Debate:** 2-3 speakers comparing and contrasting various sides of an issue
- **Demonstration:** physical/virtual demonstration and/or comparison of a particular application/process
- **Individual Speaker:** traditional presentation with a single speaker
- **Lightning Round:** many speakers giving short presentations about a particular topic
- **Panel Presentation:** traditional presentation with up to 3 speakers
- **Town Hall/Q & A:** short presentation followed by group discussion and questions


### Instructions:

Select the appropriate format for your presentation.

**i** **Expert Tip:** With so many potential distractions, today's learners need interaction and engagement in order to retain information. While the majority of past IBS programs have featured single speaker or panel presentation formats, you may want to consider less traditional formats to enhance your program.

## ► Speakers & Speaker Verification

### Instructions:

- **Speaker Roster/Profiles:** At minimum, you must complete the first name, last name, email address and role fields for all speakers who are to appear on your session. Once these details have been added, you then have two options for finalizing each speaker's profile. As the submitter, you can click on the speaker's name and complete the required fields OR you can click the blue communication icon  next to each speaker's name inviting them to do so.
- **Speaker Verification:** All speakers listed on a proposal must log into our online system and verify their participation. As the submitter, you will use the *Verify Speaker Participation* task to invite them to do so.

**i** **Expert Tip 1:** Proposals cannot be accepted until the following speaker-related items are complete:

- 1) The full roster of all speakers who are to appear on a session must be provided at the time of proposal submission. If speaker changes (including additions and/or cancellations) are requested after submission, the proposal/session will be subject to disqualification and/or cancellation.
- 2) Each speaker's profile information must be completed prior to proposal submission.
- 3) Each speaker must verify his/her participation on a session through our online system prior to final submission.

**Expert Tip 2:** When completing their profiles, speakers are encouraged to share as much social media information and past speaking experience as possible, and consider including a video message/statement about themselves, their experience and their proposal. "Speaker Qualifications" are carefully considered during selection and reviewers want to get to know the speakers as well as possible.

## ► Track

### Response Options:

- Design & Community Planning
- Building Techniques & Strategies
- Business Management
- Project Management
- Sales & Marketing
- Industry Trends & Emerging Issues
- 55+ Housing
- Custom Building & Remodeling
- Multifamily

### Instructions:

Based on the subject matter you intend to cover, select the most appropriate track classification for your program. You may only choose only one track. Descriptions of each track may be found in our RFP.

## ► Subtopic

### Response Options:

- Design & Community Planning
  - Design (design strategies, trends, floor plans, kitchens, etc.)
  - Land Development & Community Planning (infill, zoning, community design, etc.)
- Building Techniques & Strategies
  - Technology, Products & Systems (smart homes, new products/tech, building systems, etc.)
  - Building Science & Building Techniques (net zero, framing, air sealing, healthy homes, etc.)
- Business Management
  - Personnel/People (leadership, hiring, professional development, succession planning, etc.)
  - Processes & Profits (builder best practices, finances, legal, etc.)
- Sales & Marketing
  - Customers (data and demographics, customer service, customer niches, etc.)
  - Digital Tools (website, social, mobile, analytics, VR, etc.)
  - Sales Process (sales techniques, sales teams, sales centers, etc.)
  - Strategy (content, branding, lead generation, partnerships, etc.)
- Custom Building & Remodeling
  - Applicable to both Custom Building and Remodeling
  - Custom Building Specific
  - Remodeling Specific

### Instructions:

For some tracks, we organize proposals by subtopic to help us compare and contrast those with similar content. If you selected one of the above tracks for your proposal, please also select a subtopic that best represents your subject matter. Examples provided in parenthesis are intended to give you a broad sense of the subtopic and should not be considered all-inclusive.

## ► Level of Content

### Response Options:

- **Advanced:** The session is suited for attendees with extensive prior knowledge of the subject matter. Learners are often executives who wish to develop in-depth expertise and mastery of the topic.
- **Intermediate:** The session is suited for attendees with fundamental prior knowledge of the subject matter and should allow the learner to build upon an already established competence.
- **Novice:** The session is suited for attendees with little or no prior knowledge of the subject matter. The learner may be at an entry level in the industry, or in some instances, a seasoned professional seeking information about a new or emerging topic.

### Instructions:

Indicate how much prior knowledge of or experience with the subject an attendee should have prior to hearing your program.

**i** **Expert Tip:** While there is a need for Novice and Intermediate programming for those less experienced in the industry and/or for new and emerging issues, the majority of the IBS audience has 10+ years of industry experience and seeks the most innovative and advanced education the industry has to offer.

## ► Description

### Instructions:

Your description should provide a clear and accurate summary of the content of your program and describe why the program is relevant, timely and important to the IBS audience. It should be a to-the-point summary and avoid exaggerated language or claims. 750 character limit; generally, they consist of 3-5 complete sentences (about 100 words in total).

**i** **Expert Tip:** Information provided for this question is used to create the description that appears on the IBS website and onsite guide. Therefore, your description should be written toward your intended IBS audience, and should not only explain your content, but also entice readers to attend your session.

## ► Presentation Plan

### Instructions:

Describe how the content will be presented so that reviewers can visualize your session. Outline your format, activities to engage the audience, the role of the presenter(s), technology used, etc. 750 character limit.

## ► Elevator Pitch

### Instructions:

Describe to the selection committee why they should choose your proposal. 500 character limit.

**i** **Expert Tip:** Your answer should be free of hyperbole, overstatements and elaborate language – instead, get right to the point and tell us what is distinguishable about this presentation and why it should be selected.

## ► Learning Outcomes

### Instructions:

Proposals must list 3 specific educational outcomes (a fourth is required if you wish for your program to be considered for AIA accreditation). Quality learning outcomes should describe what the attendee will know or come away with and what outcome can be achieved by learning it; i.e. Attendees will “learn ABC in order to achieve XYZ”. Each learning outcome should be one sentence only. 175 character limit.

## ► Audiences

### Response Options:

- 55+ Housing Builders & Developers
- Commercial Builders
- Designers, Architects, Engineers, Planners
- HBA Staff
- Land Development
- Manufactures/Suppliers
- Manufacturing & Software Licensing
- Mortgage/Financial Services
- Multifamily Builders & Developers
- Remodelers
- Retail/Wholesale Distributors
- Sales and Marketing Professionals
- Single Family - All
- Single Family - Custom
- Single Family - General Contracting
- Single Family - Production
- Single Family - Small Volume Builders
- Single Family - Spec/Tract
- Subcontractors and Specialty Trade Contractors
- Systems Built Home Manufacturers & Builders

### Instructions:

Identify 1-3 appropriate audiences for your program. Refer to the demographics section of our RFP for additional information about the IBS audience.

**i Expert Tip:** Our reviewers and IBS attendees are looking for depth and specificity in the programming they choose. Therefore, when writing your proposal, you shouldn't attempt to speak to “all”. Instead, target a more narrow audience and provide information as specific to their needs as possible.

## ► Previously Offered at IBS

### Response Options:

- Yes
- No

### Instructions:

Indicate if you have presented this session or something similar at a previous International Builders' Show. If so, please list the year(s) and title(s).

**i Expert Tip:** Having offered a session previously at IBS does not necessarily lessen your chances of being selected. We often repeat sessions that have been well-attended and highly rated in the past, as long as they have been updated with fresh content. We cross-reference all proposals with past sessions, so there is no need to hide the fact that you've presented a similar session previously - it may even help your chances.

## ► Scheduling

### Instructions:

Sessions can be scheduled at any time during IBS, and speakers must be available on any day of the show. However, if any known scheduling conflicts exist for your speakers, indicate those along with reasons for the request.

## ► Alternative Session Type Consideration

### Response Options:

- **Master Session:** In-depth, 3-hour intensive sessions offering advanced level content, robust supporting handout materials, and held on a limited basis. We offer around 100 Building Knowledge Sessions each year, but only 3-5 Masters.
- **Tech Bytes Session:** 30-minute sessions that provide attendees with hands-on opportunities to learn about social media platforms, virtual reality, tech gadgets, video applications and more. Tech Bytes typically include a live demonstration as part of the presentation, and speakers often offer one-on-one/small group “office hours” following the session.
- **IBS Live Presentation:** IBS Live is a popular area for education and networking on the show floor. All 30-minute presentations are centered around a theme of “Disruptors & Innovators: The Future of Home Building” and feature industry leaders and futurists addressing the tremendous market shifts in design, labor, construction techniques, financing and more that are expected to transform and disrupt the housing industry over the next 5 years and beyond.

### Instructions:

While we are only accepting proposals for our standard 60-minute Building Knowledge sessions at this time, we do offer additional types of programming at the show including Master sessions, Tech Bytes sessions and IBS Live presentations. If you would like for your proposal to be considered for one of these alternatives (should it not be selected as a Building Knowledge session), please indicate the type and explain how you would adjust your presentation plan to fit the format.

## Submitting Your Finished Proposal

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Once required tasks have been completed – this includes adding all speakers and verifying their participation – select **Preview & Submit** when finished. You will receive an email confirming your submission. Changes can be made to submitted proposals up until the final deadline of April 22, 2019.