

# GUIDE TO CRAFTING YOUR PROPOSAL

2021 International Builders' Show  
February 9-11 · Orlando, FL

## 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

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. *Login* if a past user or click *Join Now* to create a new profile.

Once logged in, select *Click here to begin a new session proposal* to add your submission.

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. Please click on and complete each numbered task assigned to you.

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 24, 2020, to access, make changes and complete your submission.

## PROPOSAL QUESTIONS

This guide outlines the questions related to your proposal that 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 to go to a session often hinges on the title alone. Be direct about the content and be concise. Be mindful using humor or plays on words, as the resulting title, while entertaining, often does not clearly indicate what the session is about.

### ► CORE FUNCTION TRACK

#### Response Options:

- Architecture & Design
- Building Techniques & Strategies
- Business Management
- Land Development & Community Design
- Project Management
- Research & Trends
- Sales & Marketing

#### Instructions:

Education sessions offered at IBS are organized into "tracks", or areas of similar subject matter. There are seven tracks representing core functions of home building as well as two representing specialty segments of the industry. Based on the subject matter you intend to cover, select the most appropriate core function track classification for your program. You may only choose only one track. Descriptions of each track may be found in our RFP.

Please note, if your proposal is specific to a specialty market segment (Custom Building & Remodeling or Multifamily Housing) you will have the opportunity to indicate that track in a later question.

### SESSION TYPE

#### Response Options:

- Building Knowledge Session (60-minutes)
- Tech Bytes Session (30-minutes)
- Pre-Show Master Workshop (3-hours)

#### Instructions:

Please review each of the session types carefully before selecting the most appropriate.

- **Building Knowledge Session:** These 60-minute sessions are the foundation of IBS Education with more than 100 sessions in 9 education tracks.
- **Tech Bytes Session:** 30-minute sessions that address the latest tech applications and platforms including social media, virtual reality, tech gadgets, video applications and more. Often include a live demonstration of the technology as part of the presentation.
- **Pre-Show Master Workshop:** In-depth, 3-hour intensive sessions offering advanced level content and robust supporting handout materials. Masters are held pre-show on Monday, February 8.

**i Expert Tip 1 (Masters):** We offer around 100 Building Knowledge Sessions each year, but only 5-6 Masters; therefore, your chances for selection are much higher when submitting a 60-minute program. If you believe you have more than 60-minutes of content, we recommend limiting the number of topics you try to cover and exploring those more in-depth in a Building Knowledge Session.

**Expert Tip 2 (Masters):** Master Workshops will be held on **Monday, February 8**, one day before IBS officially begins. Only submit for this session type if you are willing and able to present pre-show.

**Expert Tip 3 (Tech Bytes):** Only tech-focused proposals will be considered for this type. Additionally, our Tech Bytes room often has multiple presentations being offered simultaneously and/or uses unique AV presentation technologies. Only submit for this session type if you are open to a non-traditional session setup.

## ► CATEGORY & TOPIC/LEADING TOPICS OF INTEREST

### Instructions:

For most tracks, we further organize proposals by category and topic to help us compare and contrast those with similar content. First select a category that best represents your subject matter; you will then be provided a list of more narrow topics from which to choose.

For some topics, you will see 'LTI' in parenthesis. This means the topic was a *Leading Topic of Interest* in the track and in particularly high demand by attendees.

**i Expert Tip 1:** Reviewers and IBS attendees are looking for depth and specificity, so please limit the number of topics you attempt to address.

**Expert Tip 2:** Each year, we survey IBS attendees to inquire about the topics they would most like to see addressed through education, the results of which we publish in the RFP as our *Leading Topics of Interest* (LTI's). While you are welcome to address any topic, proposals that most closely align with the LTI's have the strongest chance of being selected.

## ► 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.

## ► 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 and a moderator
- **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.

## ▶ AUDIENCES

### Response Options:

- |  |  |
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| <ul style="list-style-type: none"> <li>• 55+ Housing Builders &amp; Developers</li> <li>• Commercial Builders</li> <li>• Designers, Architects, Engineers &amp; Planners</li> <li>• Land Developers</li> <li>• Manufactures/Suppliers</li> <li>• Multifamily Builders &amp; Developers</li> <li>• Remodelers</li> <li>• Retail/Wholesale Dealers &amp; Distributors</li> </ul> | <ul style="list-style-type: none"> <li>• Sales &amp; Marketing Professionals</li> <li>• Single Family - All Types</li> <li>• Single Family - Custom</li> <li>• Single Family - General Contracting</li> <li>• Single Family - Production</li> <li>• Single Family - Spec/Tract</li> <li>• Subcontractors &amp; Specialty Trade Contractors</li> <li>• Systems Built Home Manufacturers &amp; Builders</li> </ul> |
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#### 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 presenters must be available on any day of the show. However, if any known scheduling conflicts exist for your presenters, indicate those along with reasons for the request.

## ► PRESENTERS & PRESENTER VERIFICATION

### Instructions:

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

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

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

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

## SUBMITTING YOUR FINISHED PROPOSAL

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 24, 2020.