



GreenTrends 2010 Call for Presentations

The **Florida Green Building Coalition** and its annual **GreenTrends Conference** invite you to submit seminar proposals pertinent to the green building residential and light commercial construction industry, with emphasis on issues relevant to the southeast region of the United States. Preference will be given to proposals that are a panel format. Due to continuing education requirements, only proposals that submit a completed course outline will be considered. Submissions should be received by January 1, 2010.

STOP: *If you haven't already done so, please read the Selection Criteria and "Ways to Enhance Your Educational Program Proposal" included in this package.*

Proposed title: _____

- Subject track:**
- | | |
|--|--|
| <input type="checkbox"/> Affordable Construction | <input type="checkbox"/> Innovative Products/Processes |
| <input type="checkbox"/> Best Practices | <input type="checkbox"/> Interior Design & Health Issues |
| <input type="checkbox"/> Building Systems | <input type="checkbox"/> Landscaping |
| <input type="checkbox"/> Design & Construction Methods | <input type="checkbox"/> Production Building |
| <input type="checkbox"/> Energy or Water Efficiency | <input type="checkbox"/> Remodeling |
| <input type="checkbox"/> Federal Impacts | <input type="checkbox"/> Renewable Energy |
| <input type="checkbox"/> Green Operations | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Growth/Regulatory Issues | <input type="checkbox"/> Other _____ |

Format: Classroom Presentation: 1-Hour 2-Hours Other _____

Proposal submitted by:

This person will receive all communications regarding the status of the proposal.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Initial here: _____ *If my program is selected, I understand that I will be required to provide an electronic version of the presentation to be distributed to participants.*

Email or fax* your completed proposal to:

FGBC Education Committee
c/o Suzanne Cook
3389 Plowshare Rd
Tallahassee, FL 32309-9755

Email: cooks@nettally.com
Fax*: (850) 671-4897
**Please use this option only as a last resort.
Original copies via email are preferred.*

Important: **Along with the following pages, all submissions must include (1) a Course Syllabus – narrative; (2) Outline with timeline for each section; (3) Instructor Qualifications – education, licenses held, and work experience. Submit a neatly typed, original copy. Handwritten and/or faxed proposals are difficult to read and tend to look sloppy.**

SELECTION CRITERIA

- Quality and originality of content**
- Relevance of topic to the target audience and take away value for participants**
- Amount of exposure previously given to the proposed topic and presenter(s)**
- Professional experience, regional diversity, and public speaking abilities of the presenter(s)**
- Applicability to a geographically diverse audience**

Note: Proposals designed to promote products or services will not be considered



Proposed title: _____

Principal Presenter

This person will be the coordinator of the program and the contact person, if selected.

Name _____ (AIA, CGB/CGR, MIRM, etc.)
Designation(s) _____
Company _____ Title _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____

Briefly tell us why this person is the perfect speaker for this topic:

Additional Presenters (optional)

Remember, the most effective programs are usually presented by 2 or 3 speakers – don't cram your panel!

Name _____ (AIA, CGB/CGR, MIRM, etc.)
Designation(s) _____
Company _____ Title _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____

Briefly tell us why this person is the perfect speaker for this topic:

Name _____ (AIA, CGB/CGR, MIRM, etc.)
Designation(s) _____
Company _____ Title _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____

Briefly tell us why this person is the perfect speaker for this topic:

Proposed title: _____

Description of your program: *(Be innovative. Be practical. Be relevant.)*

Why your program will be relevant to builders:

Briefly outline the major points you will cover:

Very important

List four practical applications the audience will take home from your program:

- 1.
- 2.
- 3.
- 4.

Have you presented this program, or a similar program, previously? Yes No

If yes, when and where? _____

If yes, how will your program be updated from previous presentations?

Email or fax* your completed proposal to:

FGBC Education Committee
c/o Suzanne Cook
3389 Plowshare Rd
Tallahassee, FL 32309-9755

Email: cooks@nettally.com
Fax*: (850) 894-3422

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Ways to Enhance Your Educational Program Proposal

Overall Guidelines

- Submit a detailed outline. An incomplete outline suggests that you haven't put a lot of thought into the topic. Without this information, it will be difficult to assess the merit of your proposal.
- Submit a neatly typed, original copy. Handwritten and/or faxed proposals are difficult to read and tend to look sloppy.

Speaker Guidelines

- Don't feel compelled to load up a panel with speakers, particularly if you're proposing a 2-hour conference program. Emphasize quality, not quantity.
- Provide specific information about each proposed speaker. Tell us why each is uniquely qualified to address this topic.
- When choosing speakers, carefully consider the individual's ability to entertain and engage the audience, in addition to their professional experience.

Program Guidelines

- Broaden your topic with a geographically diverse mix of presenters.
- Be innovative. Look for emerging issues that the industry hasn't quite got a handle on yet, or suggest a creative new approach to the way things have always been done.
- If your presentation includes multiple speakers, consider an interactive discussion format, which is far more engaging and stimulating for the audience than a series of lectures.
- Don't be afraid to feature opposing points of view – even debate – among your presenters. A panel of speakers patting each other on the back makes for a very dull program.
- Whenever possible, utilize speakers and/or case studies from other industries and apply their experience to homebuilding.
- Think beyond the "bring and brag" method of showing wonderful results. Instead, take the audience through the process of how the issues were resolved – what worked, what didn't, and what you would do differently next time.
- Present the issues from an interdisciplinary perspective, and focus on the bottom-line results. Was the architect's dream design a builder's construction nightmare? Was the product efficient and cost-effective to build but difficult to market? How could the team have worked together to make the project more financially viable?
- Use case studies to illustrate the lessons learned from both success and failure.
- Target the right audience. The majority of conference attendees are small- to medium-volume single-family builders.
- Target the right level. Whether it's the high-level executive or the field superintendent, design your program accordingly