

TACTICALTIPS and FAQs

Maximize

CALL FOR PRESENTATIONS/SPEAKERS

How do I submit a proposal?

- All proposals must be submitted via the official portal (no emails or hard copy submissions accepted).
- **Proposals will be accepted until 11:59 p.m. ET, Tuesday, April 23, 2019. Late and/or incomplete submissions will not be considered.**
- No more than three proposals may be submitted per company.
- **All proposals must include at least one person from an owner/operator/management company.**
 - Proposals without at least one person from an owner/operator/management company will be automatically declined.
- Final selections will be determined and notified Thursday, May 30, 2019.
- Proposals should not be considered approved until confirmed by NAA.

How can I improve the chances of my proposal being accepted?

You can improve the likelihood of your proposal's acceptance by following the guidelines listed below:

- Review the website for conference information to learn more about the event.
- Understand your audience and create content at an appropriate level (NAA is looking for advanced content targeted at senior-level professionals).
- **Assure** the completed proposal is clearly written, devoid of grammatical errors, and offers timely and relevant information to the conference's audience.
- **Create** a proposal that is educational and balanced in nature, presenting a diversity of opinions, perspectives, viewpoints, roles and companies.
- **Avoid** self-promotion or advertising for specific companies, products/services or technologies; such proposals are usually quickly deemed a sales pitch and discarded by reviewers.
- **Consider** panelists with a new or fresh perspective, including those from outside of the industry.
 - Limit the number of co-presenters to no more than three per session. If proposing a panel discussion, your proposal can include a moderator.
- **Confirm** that any proposed speaker is willing and able to take part in the session. Proposals that are submitted without the knowledge of proposed speakers are subject to immediate rejection; approved proposals with speakers who did not agree to present are subject to cancellation.
 - Note that NAA strives to provide a diversity of viewpoints by not having a conference presenter speak at more than two sessions. This may lead NAA to request changes to your proposed speaker list.

Who will review my proposal?

- Session proposals will be reviewed and ranked by the Maximize Education Advisory Board consisting of rental housing industry professionals with expertise in Maximize's core topics as well as by NAA staff.

What criteria will be used to review my proposal?

- Timeliness and relevance of the topic for meeting attendees.
- Clarity of the description, learning objectives and specific takeaways attendees can apply to their business.
- Appropriate content depth and scope for the time allotted for the session.
- Appropriate level of discussion for high-level strategic-minded industry professionals.
- Quality and experience of the speakers.
- If the presentation provides a discussion format that is engaging and interactive.
- A fresh and new perspective compared with past programs and other proposals received on the topic.

What happens after my proposal is accepted?

NAA will notify proposer of full or tentative proposal acceptance.

If proposals are accepted exactly as submitted, they will receive full approval and the session facilitator should proceed with session planning (facilitator responsibilities are listed below).

In other cases, NAA will offer tentative approval of a proposal with some suggested changes, or they may recommend blending two sessions in to one. In those cases, NAA will contact the applicant(s) to discuss how the proposal(s) can be strengthened to address Education Advisory Board feedback, hopefully leading to full approval.

Also, note that the agenda for each conference is fluid until it is finalized. Changes to the agenda as well as changes to the composition of the session panel may lead to elimination or revision of a session **AFTER** receiving full approval of the Education Advisory Board and NAA staff.

As part of the call for proposals process, NAA reserves the right to shorten a presentation, change the session type, title, or description, increase and/or reduce the number of presenters, select alternative presenters from among those proposed, and/or combine the submitted proposal with other proposals, at their sole discretion.

If my proposal is accepted, what should I do next as the session facilitator?

If your proposal has received full approval, the session facilitator should:

- **Confirm** session panelists with NAA within one week of notice of acceptance.
- **Facilitate** pre-conference session planning conference calls. This includes notifying NAA of any changes to the proposed session description resulting from session planning conversations as well as any concerns relating to the session or the session speakers.
- **Notify** NAA immediately if accepted presenters are not able to attend the session or the conference, or if a presenter's employment changes. Any replacement presenters must be approved by NAA staff who reserve the right to modify or cancel any session based on any change in presenter or presenter status.

If your proposal received approval contingent on acceptance of outlined caveat(s), the session facilitator should:

- Work with NAA to address the caveat(s).
- If the proposal is successfully revised to address the caveat(s) and receives full approval, the session facilitator should begin the process outlined above for fully approved proposals.

If my proposal is accepted, what are the responsibilities of approved session speakers?

- All approved speakers will be given complimentary conference registration and will be registered by NAA.
- It is the sole responsibility of the speakers to arrange for travel and lodging.
- All confirmed speakers must complete all tasks as outlined by NAA.
- The speaker shall recognize he/she is acting on behalf of NAA as a trusted agent in professional relations and shall implement his/her responsibilities in the most competent manner while exercising good judgment and professional practice.
- The speaker agrees to maintain and enhance the dignity, status, competence and professional standards of NAA.
- NAA aims to present a paperless conference, all presentation slides, papers, and handouts will be included in the mobile event app. As such, presenters are prohibited from distributing any printed collateral at the conference.
- All presentations must be delivered to NAA by the established due date.
- Giveaways of any kind are strictly prohibited.

Thank you for your interest in Maximize. If you have any additional questions about the call for presentations/speakers process, please contact oforoughi@naahq.org.