

Greenbuild Expert Track

Do you have authoritative knowledge on a subject or practice that can be applied within the green building universe? Is your work influential? Are you experienced in sharing your expert, technical experience in an engaging and interactive way? Do you want to share your knowledge with green building professionals from across the globe? If yes, we encourage you to submit a proposal to the **Greenbuild Expert Track**.

What is an Expert-Level Session?

An Expert-Level course presents detailed training on specific topics with opportunities to be fully engaged with materials and activities, and demonstrates a mastery of content through coursework; learners have extensive prior knowledge and/or experience with the topic.

Courses at this level include extensive, detailed training on **specific technical topics**. The courses break down concepts into their **component parts**, examining such information to identify motives or causes, make inferences and find evidence to support generalizations.

Ultimately, these courses allow learners to make conclusions that are pertinent to their field. Expert learning requires **creative application of prior knowledge and skills**. Courses at this level typically include **experiential training techniques** and use a **variety of instructional methods**, including interaction with an instructor or subject matter expert.

Some examples of an Expert-Level Course could be:

- Completing LEED documentation, calculation
- Reading and interpreting an EPD, IAQ test report, site assessment, LCA, etc. (something a LEED team would use)
- Analyzing and making related design/operation decisions to improve performance
- Quality control process for an energy model for LEED credit

An ExpertCourse at Greenbuild:

- **IS** engaging and requires audience involvement throughout and **IS NOT** a dull lecture where a speaker(s) regurgitate dense information
- **IS** original and inspiring and **IS NOT** a carbon-copy of a presentation seen at other conferences
- **IS** specific, targeted, can be mastered in 60-120 minutes and is applicable to multiple facets of the green building industry
- **DOES** require the audience to have above-average knowledge and experience of the subject matter that can be applied within the session
- **DOES** allow significant time for reflection, discussion and instructor feedback on the application of the session material
- **DOES** leave attendees with actionable knowledge they can utilize and develop after Greenbuild

What is the outcome?

Learning objectives and quiz question cues might include: analyze; appraise; assess; breakdown; calculate; categorize; classify; compare; conclude; connect; construct; contrast; correlate; decide; design; develop; diagram; differentiate; discriminate; distinguish; evaluate; explain; focus; judge; justify; illustrate; infer; integrate; limit; measure; modify; outline; plan; point out; predict; prioritize; produce; rank; rate; rearrange; research; rewrite; select; separate; subdivide; substitute; validate

What additional information do I need to submit for the Expert Track?

- In addition to the requirements for all Greenbuild education session proposals, please also include in your proposal (include in “Presentation Style Details” in the submission site):
 - A description of HOW the content will be delivered – ie: prompts to the audience, activities, and specific learning tools. Unique content delivery methods are encouraged.
 - A description of the expected pre-existing knowledge or skills of the attendee
 - A description of how participants will demonstrate mastery of the knowledge/skill
- The following requirements will weigh heavily in the review process for Immersive and Experiential session proposals:
 - In the outline of the session’s rough agenda and session flow, an indication of how and when participants will demonstrate their knowledge and receive feedback accordingly
 - Speaker credentials and past speaking experience(s)
 - Video of the proposed speaker(s) is **highly encouraged**. The way content is presented is of critical importance to the Expert-Level track and a video is a critical tool to evaluate a speaker’s ability to explain technical or advanced concepts in a captivating way. Therefore, preference will be given to proposals that include video of the speaker(s). Self-produced videos of content are acceptable if a speaker does not have a video from a previous presentation. Videos will not be evaluated on their production value and will only be used to determine a speaker’s ability to engage an audience.

What is the Review Process?

Proposals submitted to be considered for the Expert-Level Track will be reviewed separately from the general Greenbuild Call for Proposals. The process will solicit expert reviewers to assess the quality of the content and delivery method proposed:

1. **Round One:** Program Working Group and Education Events Committee Members evaluate whether or not the proposal meets the format requirements for an Expert-Level Session. Those proposals that meet the requirements are advanced to the next round.
2. **Round Two:** Each proposal is reviewed individually by a curated group of Subject Matter Experts, LEED Faculty and LEED Fellows and then a recommendation to decline or advance the session to the next round is made as a group.
3. **Round Three:** The Program Working Group and Education Events Committee determines and approves the proposals that are accepted into the final education program.

What is the Review Criteria?

Max Value	Criteria
4 points	The speakers have demonstrated knowledge and the ability to present material in an effective and meaningful way.
3 points	The learning objectives are clear, relevant to the topic presented and challenging to the Greenbuild audience.
4 points	The proposed session provides attendees with relevant, timely, and applicable content.
2 points	The proposed session aligns with the specified format and length.
3 points	This session offers innovative or inspirational content to green building professionals.
4 points	I would recommend this session to an attendee interested in the subject matter.
20 points	Highest possible score