

TACTICALTIPS FOR SUBMITTERS  
2017 NAA STUDENT HOUSING CONFERENCE & EXPOSITION  
CALL FOR PRESENTATIONS

1. The Education Advisory Board evaluates proposals in relation to the published selection criteria (see overview). Evaluators read speaker bios, session titles, descriptions, learning objectives and outlines to gauge the quality, composition, and usefulness of your proposal. Therefore, be sure address the requirements of selection criteria when writing up your proposal.
2. Use concise and thoughtful writing. The quality of your writing, as well as grammar, spelling and punctuation all make an impression on the reviewer.
3. The average meeting attendee has 7-15 years of professional experience. Presentations should be geared toward an intermediate to advanced professional audience. Spend less time on overviews and more time on drill down and technical information.
4. Presentations can be made more valuable when designed with a panel that includes multiple voices or varying points of view. When appropriate, consider including presenters and panelists such as financial specialists, clients, competitors, researchers, architects, developers, etc.
5. Please limit the number of co-presenters to no more than three per session. If proposing a panel discussion, your proposal can include a moderator.
6. Avoid sounding like a commercial for your product, and instead share your knowledge as an industry expert. If your company conducts research, share that information in your presentation. Sessions must be exempt from product-specific proprietary information and the naming of specific products.