10 Tips for Submitting a Strong Greenbuild Education Session Proposal

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A Greenbuild 2012 speaker in a "special set" room, featuring a unique stage and lighting. Photo credit: Oscar Einzig

Last week, the chairs of our Greenbuild education committee and working groups hosted a webinar explaining what makes for a strong Greenbuild education session proposal. Here are some of the best tips from Tulane School of Architecture faculty member Tatiana Eck, Wight & Co. Senior Vice President and Chief Sustainability Officer Lois Vitt Sale and Inspirit LLC Principal Annette Stelmack:

10. Submit fresh content. Reviewers are not looking for reprisals of material presented previously at Greenbuild or other industry conferences.

9. Don't waste words making the case for green building. Although this information is important, most of our reviewers are familiar with it. Use your word count to explain what sets your session apart.

8. Be concise. State what is topical and compelling. Reviewers have between 15 and 25 proposals to evaluate.

7. Don't give sales pitches. Proposals should be educational and free from advertisements.

6. Get a LEED-accredited speaker for any LEED-specific content. If you're presenting LEED-specific content, at least one speaker needs to hold a LEED + specialty credential.

5. Showcase a speaker's qualifications in his or her bio. Instead of using a boilerplate bio, tailor it to explain why this particular speaker is most qualified to present the content.

4. Connect learning objectives to the abstract. Many submitters neglect learning objectives, but they are weighted heavily in the scoring system.

3. Engage the audience. We're looking for effective conversations, not lectures. Attendees enjoy learning from direct observation and interaction.

2. Make high-quality content your first priority. Above all else, a proposal is judged on the strength of its content.

1. Ensure your proposal is credible, shares innovative tools and technology, and advances the science and art of green building.

Find all the information you need on our website, in the call for proposals and in the submittal guide. Listen to the full recording of the webinar or check out the slide deck. Don't forget to submit all proposals by Friday, Jan. 11, at 4:59 p.m. ET, and good luck!

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