Submittal Guide and Process

Call for Proposals: People’s Voice
Greenbuild International Conference & Expo
November 14-16, 2018
Chicago, Illinois

The People’s Voice is a new track within the Education Program featuring sessions that the industry submits and votes into Greenbuild.

Greenbuild is now accepting proposals for the People’s Voice track at the 2018 event. This guide details all required information for submittal of your session proposal for the Greenbuild People’s Voice.

How to submit your Greenbuild education session proposal

All People’s Voice proposals must be submitted online at https://www.conferenceabstracts.com/cfp2/login.asp?EventKey=FBXTSIYF.

You may begin the process and return to your saved proposal any time up until the deadline. Emailed, faxed, or mailed proposals will not be accepted.

All complete People’s Voice proposals must be submitted and all speakers must login to complete their personal details by Monday, June 25, 2018 at 5 p.m. EST. All proposals must be complete, comprehensive and deemed relevant and timely to the conference’s audience. All presenters will be contacted independently to confirm their submittal. Please contact program@greenbuildexpo.com if you have any questions.

Important Process Notes

Each presenter and moderator will need to login individually to the submittal site to enter their personal details and confirm their participation in the proposal. The submitter cannot complete the proposal without the participation of all proposed speakers/moderators.
The submittal site will time-out due to inactivity – please save your submittal frequently. You must submit a complete proposal before the June 25 deadline.

**Proposals are being accepted in the following formats:**

- **60 Minute Education Session**: May include one to three presenters (a maximum of three total presenters, which would include the moderator if applicable) for a one hour session.
  - The only exception is for a Rapid Fire or Structured Discussion session, both of which can have 4 speakers.

A moderator is required to be included in a session proposal, and is counted towards the total number of presenters on your session. (ex: 2 speakers and 1 moderator would put you at the maximum number of presenters allowed on a 60-minute session)

All sessions should be designed to allow the audience to be active learners through question and answer periods, group discussion, or other activities. When the audience is engaged in the session, they will retain more of the information being presented.

You will be asked to select one of the following when submitting your proposal:

**Expert-Level**
Courses at this level include extensive, detailed training on specific technical topics. Learners have extensive prior knowledge or experience with the topic. Full description [here](#).

**Flash Charrette**
Speakers pose a design problem and lead attendees through exercises to help develop solutions. (minimum 2 speakers).

**Structured Discussion**
Consists of moderated panel discussions throughout the session. The session can include up to four presenters (including the moderator).

**Rapid Fire**
Consists of four presenters giving one distinct ten-minute talk each. Submitters should submit the four speakers as a pre-packaged, full 60-minute session proposal. Each 10-minute talk should be a standalone presentation but topics should relate to each other in some way.

**Debate**
Includes a moderated discussion with 2 speakers (plus one moderator) representing opposing points of view.

**Lecture**
Traditional presentation with 1 - 3 speakers presenting.

**Greenbuild Education Submission Process**

- Please review the Greenbuild Program Policies (at the end of this document) before beginning the submittal process.
- Please take a moment to review the [GBCI Continuing Education Course Review Criteria](#). The Greenbuild session review process ensures that these criteria are met. You will be asked to submit your slide deck for review prior to presenting your session.
Create Account Profile
The below information will need to be added about the person submitting the proposal (then click “Create Account”):

First Name*
Last Name*
Address 1*
Address 2
City*
State*
Postal Code*
Country*
Email Address*
Telephone*
Title/Position*
Organization*
Credentials

Create a Proposal
• Click on “Click here to begin a new Proposal.”
• Enter the title of the Proposal (maximum of 60 characters)
• Select the Proposal Format:
  o 60 Minute – Debate – 2 Speakers, 1 Moderator
  o 60 Minute – Expert Level – 1 to 3 Speakers
  o 60 Minute – Flash Charrette – 2 to 3 Speakers
  o 60 Minute – Lecture – 1 to 3 Speakers
  o 60 Minute – Rapid Fire – 4 Speakers
  o 60 Minute – Structured Discussion – 1 to 3 Speakers, 1 Moderator
• Click “Continue”

You must complete each task below for your proposal to be complete and considered for the Greenbuild program. A green check mark will appear once the task is completed.

Once you have completed all tasks, make sure you click "Submit Proposal" to submit your abstract. Your proposal is not complete until you finish this step.

Task One: Proposal Presenters
You will need to enter the following fields about your presenters and/or moderator. It is imperative that the email address for all presenters is correct.
• First Name*
• Last Name*
• Email*
• Role (Presenter or Moderator)*
Task Two: Learning Objectives
Please enter four learning objectives. A learning objective is an explicit statement that clearly expresses what the participant will learn or can do after attending the session. It is an observable and measurable outcome statement that attendees should be able to exhibit following instruction. In addition, it is a powerful tool to communicate to potential attendees what knowledge and skills they will walk away from your session with and what the core concepts of your course are.

These learning objectives will be used to apply for continuing education approval. Submitters should select the most appropriate level for their proposal.

For example, a typical general class may have the following:
1. List three types of green roofs
2. Explain the maintenance requirements for each type of green roof
3. Estimate the costs of each type of green roof
4. List four key benefits that make green roofs desirable to owners

Rating system-specific sessions are primarily focused on teaching attendees the various rating systems, but should also be supplemented with additional information such as on-the-ground experiences, fresh perspectives or analysis of the intent and requirements of a credit or feature, as well as new approaches to credit/feature achievement. If you want to deliver a rating system-specific session, three out of four learning objectives must state the credits/features and the rating system/version that the session teaches. Interested submitters should review the Guidance on creating Rating System-Specific Learning Objectives for additional details.

For example, a typical rating system-specific session may have the following learning objectives (the three learning objectives that state the credits, rating system and version of rating system are italicized):

LEED-specific Sessions
LEED v4 BD+C and Green Roofs
- Link the intent of the Site Development – Protect and Restore Habitat, Heat Island Reduction, and Rainwater Reduction credits in the LEED v4 BD+C Rating System, to the benefits of a green roof.
- Avoid the common pitfalls when designing a green roof on a commercial building.
- Compare and contrast the different soil requirements in Option 1 of the LEED v4 BD+C Site Development – protect or restore habitat credit
- Calculate the percent of a roof that must be vegetated to achieve Option 2 of the LEED v4 BD+C Heat Island Reduction Credit

Task Three: General Information
Below are the fields that will need to be completed:

<table>
<thead>
<tr>
<th>Field</th>
<th>Instructions</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator Pitch*</td>
<td>What is the essence of your session? If you only had one sentence to convince someone to attend your session, what would it be?</td>
<td>25 words maximum</td>
</tr>
<tr>
<td>Topic</td>
<td>All proposals must fall within one of the following focus areas. Please select the focus area that most closely matches your proposal. <strong>See Appendix B for more information on each topic.</strong></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
|       | • Affordable Housing  
|       | • Building Performance  
|       | • Codes and Certification Systems  
|       | • Community and Neighborhood Development  
|       | • Cultural Context  
|       | • Design Innovation and Application  
|       | • Energy Efficiency (New and Existing Buildings)  
|       | • Existing Buildings  
|       | • Finance, Insurance, Legal and Appraisals  
|       | • Government, Policy and Advocacy  
|       | • Green Schools  
|       | • Health and Well-Being  
|       | • Infrastructure Systems  
|       | • Market Transformation  
|       | • Materials  
|       | • Multi-Family Residential Development  
|       | • Net Zero  
|       | • Professional Development and Training  
|       | • Renewables  
|       | • Resilience  
|       | • Single Family Residential Development  
|       | • Site, Civil and Landscape  
|       | • Smart Grid/Smart Buildings  
|       | • Social Responsibility, Community Action & Engagement  
|       | • Urban Mobility  
|       | • Water |
| Learning Level* | Greenbuild education sessions will be associated with one of the following learning levels. **See Appendix A for more information on each learning level.** |
|                | • Basic  
|                | • Intermediate  
|                | • Advanced  
<p>|                | • Expert* (only applicable to “Expert Level” session formats) |
| Abstract* | Please include what core information it will cover; what questions will be addressed; what new information will be provided. If your session is rating system-specific the subject matter must relate to the corresponding rating system. 200-word maximum |
| Presentation Style Details* | Tell us how you will engage the audience and if you are using new technology, interactive activities, or | 50-250 words |</p>
<table>
<thead>
<tr>
<th>Field</th>
<th>Instructions</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker Contributions*</td>
<td>Please provide the role and content each speaker will play in the session.</td>
<td>150 word maximum per participant</td>
</tr>
<tr>
<td>Session Agenda*</td>
<td>Please enter a session agenda including details and timing for audience participation.</td>
<td>Ex: :00-:05: Presenter introductions :05-:07: Video introducing topic :07-:20: First presentation :20-:25: First exercise</td>
</tr>
</tbody>
</table>

**Task Four: Session Profile**

Below are the fields that will need to be completed

<table>
<thead>
<tr>
<th>Field</th>
<th>Instructions</th>
<th>Options</th>
</tr>
</thead>
</table>
| Relevant Rating System*       | Is your session rating system-specific? Does your session directly address credits within a LEED, SITES and/or WELL rating system? If your session is LEED-specific, SITES-specific or WELL-specific, please select the corresponding rating system and credits addressed. This should match what is communicated in your learning objectives. | • LEED v4 BD+C  
• LEED v4 HOMES  
• LEED v4 ID+C  
• LEED v4 ND  
• LEED v4 O+M  
• SITES v2  
• WELL Building Standard v1 |
| Specific Credit(s) to be Addressed | If your session directly addresses credits within a LEED, SITES or WELL rating system, please enter the credit(s) here.                                                                                                                                                  | Enter specific credit(s) to be addressed                                                                                      |
Submitting

Once you have completed all tasks, make sure you click "Submit Proposal" to submit your abstract. Your proposal is not complete until you finish this step.

Note: after you submit your proposal, you will not be able to make additional changes. To save your proposal and come back later to edit it, simply hit the save button on any task you are working on and log out of the website.

This submittal is not complete until all speakers have logged into the submission site to enter their personal details. Submittals without complete speaker information will not be considered.

All complete proposals must be submitted and all speakers must login to complete their personal details by Monday, June 25 at 5 p.m. EST.

Questions?
For assistance with questions regarding the Call for Proposals, please email program@greenbuildexpo.com. For technical questions about the submittal website, please call 1-877-426-6323 9am-6pm EST Monday through Friday or email Help@ConferenceAbstracts.com.

Greenbuild Program Policies
New in 2018 is the People’s Voice track, where sessions are voted into the program by the industry.

Session and Presenter Regulations
• An individual may only participate in one education session at Greenbuild.
• A firm/institution/organization may participate as a moderator/presenter in no more than two sessions at Greenbuild with a maximum of three total presenters from that firm/institution/organization. Presenters are encouraged to represent their topic from a diverse perspective – from different companies and/or project roles.
• Presenters may not distribute any printed collateral at the conference.
• Greenbuild presenters are awarded a $200 discount off the full-conference registration price in appreciation of their contribution to the success of the Greenbuild conference.
• No sessions that are based upon an advertisement, product or service will be accepted into the program.
• To produce a paperless conference, all presentation slides, papers and handouts will be included in the electronic conference proceedings with speaker permission.
• Incomplete proposals will not be considered.

Applicant Responsibilities
• Session submitters may not propose speakers without the knowledge and permission of the proposed speakers. All proposed speakers must be able and willing to present at the conference at the time and date assigned. Proposals that are submitted without the knowledge of proposed speakers are subject to immediate rejection; if the proposal is selected and it is found that all speakers did not know about the proposal or did not agree to present, the session is subject to immediate cancellation.
• Accepted presenters who are not able to attend must notify conference staff immediately. Replacement presenters must be suggested and approved by the Greenbuild staff.
• If a presenter’s employment changes, conference staff must be notified. Previous employer must sign letter indicating willingness to let presenter speak (letter could include that presenter will acknowledge who employer was at the time of work).
• All accepted speakers must register for Greenbuild by September 1, 2018, or the entire session may be cancelled without notice to the submitter and a new session will be selected from the waitlist, at the discretion of Greenbuild staff.
• All presentations must be uploaded to the Speaker Resource Center three weeks prior to the conference. Failure to do so may result in cancellation of the session.

**Greenbuild People’s Voice Process**
• Submissions are accepted from June 11 to June 25, 2018.
• Greenbuild staff will collect and organize proposals, and post the submissions on the Greenbuild website.
• The industry will be asked to vote on submissions and select their favorite(s). Those submissions with the most votes will be added to the Greenbuild 2018 Education Sessions, in the People’s Voice track. Voting will run from July 2 to July 13.
• Greenbuild staff reserves the right to develop submitted sessions using a combination of proposals and/or invited presenters.
• The Greenbuild Speaker and Reviewer discounts may not be combined or transferred.
• Greenbuild staff may modify any submitted session by adding or removing speakers or requesting content changes or additions. Final decisions regarding these policies may be made at the discretion of the conference staff.

**Appendix A**
**Learning Levels**

Greenbuild education sessions will be associated with one of the following learning levels. Submitters should review the Learning Level chart below and select the most appropriate level for their proposal. This will help attendees understand the depth of the material and expected outcomes of the session. Greenbuild learning levels are based on Blooms Taxonomy.

<table>
<thead>
<tr>
<th>Learning Level</th>
<th>Definition</th>
<th>Learning objectives and quiz question cues might include…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>Course presents introductory concepts and general understanding of the topic; learners have minimal to no prerequisite knowledge and limited previous experience with course material</td>
<td>define; describe; examine; identify; label; list; match; name; read; recall; recognize; record; reproduce; select; state; tell; view; write.</td>
</tr>
<tr>
<td>Intermediate</td>
<td>Course presents detailed, in-depth materials and instruction; learners have some prerequisite knowledge and the course provides the ability to apply information to practice.</td>
<td>analyze; assess; associate; classify; cite; contrast; compare; describe; differentiate; discuss; distinguish; estimate; explain; generalize; give examples.</td>
</tr>
<tr>
<td>Advanced</td>
<td>Course presents sufficient material and opportunities to gain new knowledge, practice application, apply information, and complete a</td>
<td>apply; assess; calculate; chart; classify; construct; control; create; demonstrate; design; determine;</td>
</tr>
<tr>
<td>Definitive Action</td>
<td>Develop; Illustrate; Implement; Instruct; Interview; Operationalize; Participate; Prepare; Produce; Report; Select; Show; Solve; Teach; Transfer.</td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Expert</td>
<td>Course presents detailed training on specific topics with opportunities to be fully engaged with materials and activities, and to demonstrate a mastery of content through course work; learners have extensive prior knowledge or experience with the topic.</td>
<td>Analyze; Appraise; Assess; Break Down; Calculate; Compare; Connect; Contrast; Correlate; Decide; Design; Develop; Diagram; Differentiate; Distinguish; Evaluate; Explain; Focus; Illustrate; Infer; Limit; Measure; Modify; Outline; Predict; Prioritize; Produce; Select; Separate; Substitute; Validate.</td>
</tr>
</tbody>
</table>

### Appendix B

**Presentation Topic definitions**

<table>
<thead>
<tr>
<th>Presentation Topics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Affordable Housing</strong></td>
<td>Strategies; Leverage; Design and Construction</td>
</tr>
<tr>
<td><strong>Building Performance</strong></td>
<td>On-going Operational Performance; Post-Occupancy Studies; Building Envelope Commissioning; Operations and Maintenance</td>
</tr>
<tr>
<td><strong>Codes and Certification Systems</strong></td>
<td>Third Party Certifications (including LEED, SITES and WELL); Application and Impact of Codes; Local Energy Reporting; Applying Standards Internationally</td>
</tr>
<tr>
<td><strong>Community and Neighborhood Development</strong></td>
<td>Ecodistricts; LEED-ND; Urban and Regional Planning; Food Security; Transportation Systems; Community Revitalization</td>
</tr>
<tr>
<td><strong>Cultural Context</strong></td>
<td>Location-Specific Design Concerns; Historic Preservation; Planning and design that strengthens/renews the historic and social fabric of a community</td>
</tr>
<tr>
<td><strong>Design Innovation and Application</strong></td>
<td>Regenerative Design; Biophilia; Modular; Universal Design; Adaptation; Flexibility, Integrative Process; Technology</td>
</tr>
<tr>
<td><strong>Energy Efficiency (New and Existing Buildings)</strong></td>
<td>Demand Reduction; Increasing Efficiency; Building Systems; Lighting Design; Energy Efficiency in Historic Buildings; Deep Energy Retrofits</td>
</tr>
<tr>
<td><strong>Existing Buildings</strong></td>
<td>Historic Preservation; Rehabilitation; Restoration; Adaptive Reuse</td>
</tr>
<tr>
<td><strong>Finance, Insurance, Legal and Appraisals</strong></td>
<td>Financial Aspects and Implications; Financial Risk Analysis; Insurance and Appraisals; Green Building Finance; Sustainable Return on Investment</td>
</tr>
<tr>
<td>Category</td>
<td>Subtopics</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Government, Policy and Advocacy</strong></td>
<td>Policies/Programs; Impacts of Policies/Programs; Incentive Programs; Environmental and Community Advocacy</td>
</tr>
<tr>
<td><strong>Green Schools</strong></td>
<td>K-12; College; Campus; Curriculum Development in K-12, Higher-Ed</td>
</tr>
<tr>
<td><strong>Health and Well-Being</strong></td>
<td>Productivity; Health Issues; Human Behavior; Human Comfort; How Place Affects Behavior; Human Psychology; Ergonomics; Evidence-Based Design; Active Design; IAQ; Operations and Maintenance; Day Lighting; Acoustics</td>
</tr>
<tr>
<td><strong>Infrastructure Systems</strong></td>
<td>Electrical Grids; Bridges; Roads; Mass Transit</td>
</tr>
<tr>
<td><strong>Market Transformation</strong></td>
<td>Advocacy; Marketing; New Trends in Business Models; Consumer Education; Sharing Economy</td>
</tr>
<tr>
<td><strong>Materials</strong></td>
<td>Life Cycle Assessment; Resource Recovery; Zero Waste; EPDs and HPDs</td>
</tr>
<tr>
<td><strong>Multi-Family Residential Development</strong></td>
<td>Innovative Residential Systems (e.g. Water, Energy, Waste, IAQ); Construction Techniques; Transit-Oriented Development (TOD); Community Development; Placemaking</td>
</tr>
<tr>
<td><strong>Net Zero</strong></td>
<td>Energy; Water; Waste; Carbon; Net Zero 2020</td>
</tr>
<tr>
<td><strong>Professional Development and Training</strong></td>
<td>Vocational Programs; Credentials; Mentorship; Green Jobs</td>
</tr>
<tr>
<td><strong>Renewables</strong></td>
<td>Solar; Wind; Small Scale Hydro; Fuel Cells; Algae; Utility Grid Connections; Energy Disaggregation; Energy Storage</td>
</tr>
<tr>
<td><strong>Resilience</strong></td>
<td>Adaptation; Climate Change; Vulnerability Assessments; Disaster Response; Energy; Land</td>
</tr>
<tr>
<td><strong>Single Family Residential Development</strong></td>
<td>Tiny Homes; Modular; Pre-Fab; Mass Production; Custom; Historic Preservation; LEED for Homes; Net Zero Alternative Construction Techniques (Energy Star, Passive House, etc.)</td>
</tr>
<tr>
<td><strong>Site, Civil and Landscape</strong></td>
<td>Campus Planning; Landscape; Ecosystem Services; Hydrology; Ecology</td>
</tr>
<tr>
<td><strong>Smart Grid/Smart Buildings</strong></td>
<td>Demand Response; Intersection of Utility Infrastructure and Building; Technology; Microgrids; Storage; Grid Modernization</td>
</tr>
<tr>
<td><strong>Social Responsibility, Community Action &amp; Engagement</strong></td>
<td>Community based Sustainability Initiatives; Community Participation, Climate and Environmental Justice; Social Equity; Corporate Social Responsibility</td>
</tr>
<tr>
<td><strong>Urban Mobility</strong></td>
<td>Accessibility; Transportation; sustainable transport modes; Parking</td>
</tr>
<tr>
<td><strong>Water</strong></td>
<td>Water Efficiency; Wastewater; Process Water; Greywater; Water Footprinting; Water Neutral; Utilities; Green Infrastructure</td>
</tr>
</tbody>
</table>