



PO Box 99090 • Raleigh, NC 27624 • 800-662-7129 • Fax (919) 676-0402
www.21buildingexpo.com

Dear Colleague,

On behalf of the North Carolina Home Builders Association, we are writing to invite you to participate in our Annual 21st Century Building Expo & Conference (21CBEC). The 21CBEC will kick off with a 3-day conference September 26-28, 2012, and a 2-day Expo on September 27-28. Our goal is to provide the highest quality seminars and workshops delivered by our industry's leading experts. As the largest home builder association in the nation and recognized as a leading voice in the industry, we hope to attract builders and building-related professionals throughout the region by providing them with excellent educational and networking opportunities. In previous years all our seminar presentations have been well-received and well-attended.

As we prepare for 2012, we invite you to submit your ideas for next year's educational programming. The enclosed forms contain all the information you need to prepare your proposal(s), including helpful tips and guidelines.

We ask that you consider sharing your knowledge and business expertise through teaching. **Proposals are due by 5:00 p.m. on Monday, November 21, 2011.** Please do not miss this deadline!

We look forward to receiving your proposal.

Sincerely,

A handwritten signature in black ink that reads 'William A Daleure II'.

Bill Daleure, President
N. C. Home Builders Association

A handwritten signature in black ink that reads 'Erik Anderson'.

Erik Anderson
N. C. Builder Institute

PS. For more information contact Deborah Alford, 21CBEC Director, at dalford@nchba.org or Brittany Carter, Assistant Education Coordinator, at bcarter@nchba.org or call 800-662-7129.

Conference
September 14-16, 2011

Exposition
September 15-16, 2011

Charlotte Convention Center
Charlotte, NC



Presented by North Carolina Home Builders Association



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Guidelines

Subject Tracks

Building Technology	Diversification
Business Management	Leadership
Computer Technology	Marketing
Customer Service	Project Management
Design	

Presentation Format

- ◆ 1 hour to 2 hour sessions delivered in single presenter or panel discussion format
- ◆ Detailed handout materials are required for all conference programs

Selection Criteria

- ◆ Quality and originality of content
- ◆ Extent to which subject matter promotes professional growth
- ◆ Relevance of topic to the target audience
- ◆ Creativity of presentation format in stimulating audience interaction and enhancing learning
- ◆ Amount of exposure previously given to the proposed topic and presenter(s)
- ◆ Professional experience, regional diversity, and public speaking abilities of the presenter(s)

Note: Proposals designed to promote products or services will not be considered

Instructions for submitting proposals

- ◆ Proposals are due by Monday, November 21, 2011 at 5:00 p.m.
- ◆ Proposals may be submitted via mail, email or fax. See below for addresses.

3 options for submitting proposals:

Mail: NCBI Board of Trustees
P. O. Box 99090
Raleigh, NC 27624

Email: dalford@NCHBA.org

Fax: (919) 676-0402

Important Information

- ◆ You will be notified by January 27, 2012 on whether or not your proposal has been accepted.
- ◆ If selected as a speaker for the 21CBEC, your seminar provides you with beneficial exposure to potential clients. We understand the value of this audience to you as an active housing industry consultant, and we point out that our seminar format provides many opportunities for networking. In addition we strongly urge you to consider the benefit of purchasing a booth on the Expo floor to maximize your marketing potential.
- ◆ The 21st Century Building Expo & Conference does not provide honoraria or reimbursement of travel expenses for General Session speakers.
- ◆ In the interest of overall conference balance, proposed program content and/or speakers are subject to modification.



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Ways to Enhance Your Proposal

The Basics

- ◆ **Meet the November 21 deadline.** After the North Carolina Builder Institute Trustees have met to review proposals, you are still welcome to submit ideas, but your chances of being added to the lineup are diminished.
- ◆ **Submit a detailed outline.** An incomplete outline suggests that you haven't put a lot of thought into the topic. Without this information, it will be difficult to assess the merit of your proposal.
- ◆ **Submit a neatly typed, original copy.** Handwritten and/or faxed proposals are difficult to read and are unprofessional.

The Speakers

- ◆ Don't feel compelled to load up your panel with speakers, particularly if you're proposing a 60-minute conference program. Emphasize quality, not quantity. In most cases, 1-3 qualified speakers can adequately address a topic.
- ◆ Provide detailed information about each proposed speaker. Tell us why the audience should be listening to the speaker rather than vice-versa.
- ◆ If you are proposing multiple speakers, carefully consider each individual with regard to the following criteria: 1) professional experience pertaining to the subject matter; 2) level of comfort with public speaking and ability to hold an audience's interest; 3) willingness to prepare adequately in advance of the conference.
- ◆ Broaden your topic with a geographically diverse mix of presenters.

Be Innovative

- ◆ Look for emerging issues that the industry hasn't quite got a handle on yet, or suggest a creative new approach to the way things have always been done.
- ◆ If your presentation includes multiple speakers, consider an interactive discussion format, which is far more engaging and stimulating for the audience than a series of lectures.
- ◆ Don't be afraid to feature opposing points of view - even debate - among your presenters. A panel full of speaker patting each other on the back makes for a very dull program.
- ◆ Whenever possible, utilize speakers and/or case studies from other industries and apply their experience to homebuilding.

Be Practical

- ◆ Think beyond the "bring and brag" method of showing wonderful results. Instead, take the audience through the process of how the issues were resolved - what worked, what didn't, and what you would do differently next time.
- ◆ Present the issues from an interdisciplinary perspective, and focus on the bottom-line results. Was the architect's dream design a builder's construction nightmare? Was the product efficient and cost-effective to build but difficult to market? How could the team have worked together to make the project more financially viable?
- ◆ Use case studies to illustrate the lessons learned from both success and failure.

Be Relevant

- ◆ Target the right audience. The majority of conference attendees are small to medium volume single-family spec builders.
- ◆ Target the right level. 21st Century Builder Expo & Conference attendees are largely professional builders looking for advanced-level information.



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Program Proposal – Cover Sheet

All program proposals are reviewed “blind” (i.e., NCBI Trustee members do not know the identity of the person submitting the proposal). ***Please do not identify the person submitting the proposal on any of the subsequent pages.***

Proposal submitted by:

This person will receive all communications regarding the status of the proposal.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

If my program is selected I understand that I will be required to provide detailed handouts to be distributed at the event. Initial here: _____

Mail, email or fax your completed proposal by 5:00 p.m. on Monday, November 21, 2011 to:

NCBI Trustees
P. O. Box 99090
Raleigh, NC 27624

Email: dalford@nchba.org

Fax: (919) 676-0402



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Program Proposal - Format/Speakers

Proposed Title: _____

Subject Track: _____

See the "guidelines" page for a list of subject tracks

Format: 1-hour conference program 1 ½-hour conference program 2-hour conference program

Please note: In the interest of overall conference balance, proposed program content and/or speakers are subject to modification.

Principal Presenter or Moderator:

Name: _____ Designation(s): _____ (AIA, MIRM, etc.)

Company: _____ Title _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Describe this individual's qualifications to speak on this subject matter below or on the back of this sheet. (You may substitute an attached biography if preferred.)

Additional Presenters (optional) *To list further presenters, you may photocopy this page*

Name: _____ Designation(s): _____ (AIA, MIRM, etc.)

Company: _____ Title _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Describe this individual's qualifications to speak on this subject matter below or on the back of this sheet. (You may substitute an attached biography if preferred.)



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Program Proposal- Content

Description of your program, including presentation format:

Why your program will be relevant to builders in September 2011:

Briefly outline the major points you will cover:

Very Important

List four or more practical applications the audience will take home from your program:

For example:

- 1. How to evaluate and respond to a claim*
- 2. How to understand your coverage under an insurance policy*
- 3. How to draft contracts that require alternatives to litigation*
- 4. How to head off construction problems before they occur*

1.

2.

3.

4.

Have you presented this program, or a similar program, previously? yes no

If yes, when and where? _____

If yes, how will your program be updated from previous presentations?

Mail, email or fax your completed proposal by 5:00 p.m. on Monday, November 29, 2010 to:

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P. O. Box 99090
Raleigh, NC 27624

Email: dalford@nchba.org
Fax: (919) 676-0402