



# 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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