



2021 Call for Session Ideas  
FAQs

## 2021 Call for Session Ideas FAQs

Session ideas are being accepted for the 2021 NMHC OPTECH conference; information about the event is located below. NMHC does not use the public call for ideas process for any other NMHC conferences, forums or meetings but does accept speaker volunteers for OPTECH and other NMHC convenings. Please visit the [Speaker Volunteer webpage](#) for more information.

### [NMHC OPTECH Conference & Expo](#)

November 8-10, 2021 | Gaylord National Resort & Convention Center, National Harbor, MD

NMHC OPTECH is the Council's annual conference for senior-level corporate apartment professionals, apartment industry technology suppliers, and everyone else who is committed to moving the apartment industry forward to a more professional future that is open to continual innovation. The long-term vision of the NMHC OPTECH Conference is to deliver high-quality programming that relates directly to how multifamily businesses make key decisions about revenue management, costs, and risk management and highlights the best and the brightest industry leadership.

As so, the program agenda for the 2021 NMHC OPTECH Conference & Expo will feature networking and new interactive sessions for conference attendees in addition to traditional panel content sessions. By innovating how attendees communicate, engage and participate onsite, NMHC hopes to deliver a highly rewarding and exceptional experience to industry professionals.

Ideas submitted through the open call **are not full proposals** with traditional requirements; rather, they are brief and carefully constructed concepts for consideration that NMHC will review and selectively choose which topics to move forward as sessions at our 2021 event.

### 1. How do I submit an idea for a conference?

- All submissions must be offered via the NMHC website at: [www.nmhc.org/callforproposals](http://www.nmhc.org/callforproposals).
- Applications can be saved as a draft.
- **Applications will be accepted until July 21, 2021.**
- No more than two entries may be submitted per applicant.
- Incomplete applications will not be considered.
- Fields marked with an asterisk (\*) are required.

### 2. How can I improve the chances of my session idea being accepted to a conference program?

Our mission is to provide a safe, sustainable, and accessible way for the industry to come together and interact at OPTECH. Within the limited time we have onsite we are taking on these challenges by offering an interactive conference experience with session types explicitly designed to make the most of an in-person experience. This year's conference program will include a mix of general

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and concurrent sessions, policy and topic briefings as well as supplier-to-partner/peer-to-peer meeting opportunities.

You can improve the likelihood of your application's acceptance by following the guidelines listed below:

- **Review** the website for conference information and past agendas to learn more about the event.
- **Understand** your audience and create content at an appropriate level (both NMHC conferences are targeted at senior-level corporate professionals).
- **Assure** the completed application is clearly written and offers timely and relevant information to the conference's audience.
- **Create** a proposal that is educational and balanced in nature, presenting a diversity of opinions, perspectives, viewpoints, roles and companies.
  - **Note** sessions slots are typically 30 – 45 minutes long, and the suggested presentation time is 40 minutes maximum, with 5 minutes of Q&A. Please plan on content not exceeding 45 minutes total presentation including Q+A time.
- **Avoid** self-promotion or advertising for specific companies, products/services or technologies; such proposals are usually quickly deemed a sales pitch and discarded by reviewers.
- **Consider** panelists with a new or fresh perspective, including those from outside of the industry.
- **Check** that any suggested speaker is willing and able to take part in the session.
  - **Note** that NMHC strives to provide a diversity of viewpoints by not having a conference presenter speak at more than one session and attempts to limit company representation to 3-4 speaking slots per company. This may lead NMHC to request changes to your proposed speaker list.

### 3. Who will review my application?

Session idea applications will be reviewed and ranked by a Planning Committee consisting of NMHC members with expertise in core topics and NMHC staff. More information about the OPTECH conference planning committee can be found on the [NMHC website](#).

### 4. What criteria will be used to review my proposed idea?

The Planning Committee and NMHC staff will review and select session ideas based on the following criteria:

- **Timeliness** and relevance of the topic for meeting attendees.

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- **Clarity of the description, learning objectives and specific takeaways** attendees can apply to their business.
- **Appropriate content depth and scope** for the time allotted for the session.
- **Appropriate level of discussion** for high-level strategic-minded industry professionals.
- **Engaging and interactive** discussion format.
- **A fresh and new perspective** compared with past programs and other proposals received on the topic.

### 5. How will I know if my idea has been accepted?

If your session idea is accepted by the Planning Committee and NMHC staff for the 2021 conference agenda, you will be notified by NMHC **no later than July 21, 2021**. Due to the high volume of applications and limited available slots, we will contact only those whose session ideas we have accepted; **please do not contact NMHC for status updates**. If there is a delay in the review process that leads to a delayed notification deadline, the revised deadline will be communicated to all applicants.

### 6. What happens after my idea is accepted?

NMHC staff will notify applicants of tentative acceptance of their session ideas and will work with them to further develop the ideas into full presentations or sessions, as necessary. Acceptance of a session idea is the beginning of a collaborative and iterative process that will hopefully lead to a fully developed session proposal.

As part of the call for session ideas process, NMHC reserves the right to change the session type, title, or description, as well as the right to choose session speakers. They may also combine the submitted proposal with other proposals, at their sole discretion.

The revision process may include incorporating requested changes from the Planning Committee and/or NMHC. Given that similar session ideas are often submitted, NMHC will strive to work with contributors to blend session content ideas in a manner consistent with the education and learning objectives of the conference. In cases where a specific speaker is integral to a session idea, failure to secure the speaker after the tentative idea approval may end the session development process.

Also, note that the agenda for the conference is fluid until it is finalized. Changes to the agenda as well as changes to the composition of the session concept may lead to elimination or revision of a session even after approval and development of the idea by the planning committee and NMHC staff.

### 7. If my session idea is accepted and developed into a full presentation or session, what should I do next as the session facilitator?

If your idea has received approval, and through the collaborative process is developed into a full presentation or session, you will then serve as the session facilitator. As the session facilitator, you should:

- **Confirm** session speakers with NMHC within two weeks of notice of acceptance. NMHC will assist in panelist placement upon request.
- **Facilitate** pre-conference session planning conference calls. This includes notifying NMHC of any changes to the proposed session description resulting from session planning conversations as well as any concerns relating to the session or the session speakers.
- **Notify** NMHC immediately if any presenter is unable to attend the session or the conference, or if a presenter's employment changes. Any replacement presenters must be approved by NMHC program staff who reserve the right to modify or cancel any session based on any change in presenter or presenter status.

### 8. If my idea is accepted and developed into a full presentation or session, what are the responsibilities of approved session speakers?

- All approved speakers will be given complimentary conference registration and will be registered by NMHC.
- It is the sole responsibility of the speakers to arrange for travel and lodging.
- All confirmed speakers must complete an '*NMHC Audiovisual and Speaker Consent Form*' and provide a current bio and headshot. NMHC will share form portals upon confirmation of session.
- NMHC strives to create a valuable experience by fostering an inclusive and professional environment for our members, guests and staff. [NMHC's Values and Expectations](#) have been developed to provide guidance for conduct that is consistent with our goals of inclusion and professionalism and apply to all NMHC activities and events.
- NMHC aims to present a paperless conference, all presentation slides, papers, and handouts will be included in the electronic conference proceedings and the NMHC mobile event app with speaker permission. As such, presenters are discouraged from distributing any printed collateral at the conference.
- All presentations must be delivered to NMHC Meetings no less than a week prior to the conference.

Thank you for your interest in NMHC programs. If you have any additional questions about the call for proposal process, please contact [programs@nmhc.org](mailto:programs@nmhc.org).