

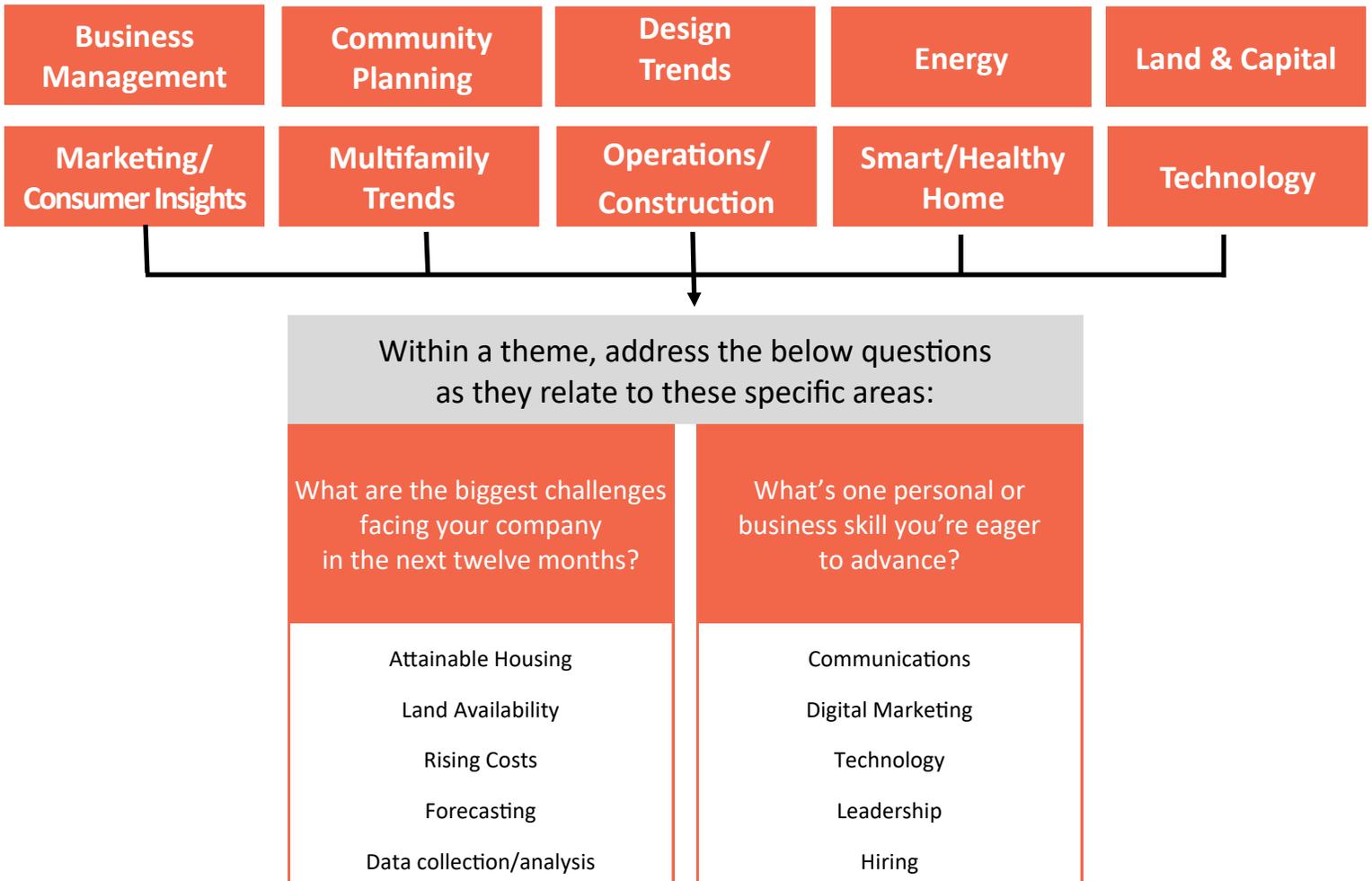
# 2020 CALL FOR PROPOSALS

## THE PCBC AUDIENCE

PCBC is homebuilding’s premier tradeshow and conference. Since its founding in 1959, it has been a gathering of innovators and thought leaders who are imagining, designing and creating our neighborhoods and communities of the future. PCBC attendees are senior level management seeking advanced concepts, innovative new ideas and approaches, and strategies grounded in research and data.

## THE 2020 VISION

The PCBC Program Committee is most interested in proposals addressing the categories listed below, which have been identified as overarching themes for the 2020 conference. Above all, **emphasize innovation as a means of overcoming today’s market conditions** — innovation in the form of design, planning, building science, research, streamlining efficiencies, or any other aspect of the homebuilding business.



## SELECTION CRITERIA

- **PROPOSALS DESIGNED TO PROMOTE PRODUCTS OR SERVICES WILL NOT BE CONSIDERED.**
- For each of your proposed speakers, tell us why he/she is uniquely qualified to address this topic.  
**Do your speakers fall into one of the following three categories?**
  - a) Nationally recognized leaders in their area of specialty
  - b) Bright, emerging talents who are driving innovative new ideas and approaches
  - c) Experts from outside the industry whose discipline can be applied to homebuilding
- **Does your proposal include a creative and engaging presentation format?**

Interactive techniques are strongly encouraged to get the audience more actively involved in the learning process. Also, don't be afraid to feature opposing points of view — even debate — among your presenters, which is more stimulating than a panel of speakers patting each other on the back.
- **Does your proposal include a wow factor and “edutainment” value?**

The most compelling programs not only educate the audience, they find ways to create an unexpected, memorable, entertaining experience as well.
- **Is your subject matter original and creative?**

Programs repeated from other industry conferences are much less likely to be considered.
- **Is your subject matter grounded in research and data?**

Theories are great, but support them with real world examples, hard numbers and case studies.
- **Are you prepared to speak openly and candidly about your topic, including the lessons learned from both success and failure?**

PCBC is a venue for honest dialogue that helps advance the industry. If you're going to participate as a speaker, come willing to share not only what you've done, but why, and what you'd do differently in the future.
- **Is your subject matter advanced level, timely and relevant to the PCBC audience?**

You're presenting to senior management from production homebuilders and developers. Think 301-level graduate school concepts, not 101-level basics.

## GUIDELINES

### Ways to submit your ideas for PCBC programming

- If you'd like to be considered as a speaker, you must complete the online Program Proposal form with details about your proposed topic and presenter(s) at [www.pcbc.com/PCBC/Public/CallForPapers.aspx](http://www.pcbc.com/PCBC/Public/CallForPapers.aspx)
- If you simply want to suggest ideas for topics and/or speakers, but do not want to be considered as a speaker yourself, please email your suggestion(s) to [showinfo@pcbc.com](mailto:showinfo@pcbc.com)

### Presentation formats

- **30-minute Program**, one industry expert, offering a brief commentary on a concise, focused topic
- **45-minute Program**, individual presenter or small panel (moderator + limit of 2 panelists)
- **60-minute Program**, in the form of a panel discussion (moderator + limit of 3 panelists)
- **Workshops** are two to four hours in length, offered in a classroom setting, designed to explore a topic in greater depth and detail

## INSTRUCTIONS FOR SUBMITTING PROPOSALS

- 1) Proposals are due by **Friday, October 25th at 4:00pm** (PST).
- 2) Proposals designed to promote products or services will not be considered.
- 3) You will be notified by December whether or not your proposal has been accepted.
- 4) PCBC does not provide honoraria or reimbursement of travel expenses for program speakers.
- 5) Visit [www.pcbc.com/PCBC/Public/CallForPapers.aspx](http://www.pcbc.com/PCBC/Public/CallForPapers.aspx) to complete your proposal

Please note:

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

Questions? Email Mike Sturdivant, Conferences Director, at [mike@pcbc.com](mailto:mike@pcbc.com)

## WAYS TO ENHANCE YOUR PROPOSAL

### The Basics

- **Meet the Friday, October 25 deadline.**
- Read the 2020 CFP Guidelines document. The Program Committee has identified these areas as its highest priorities in the year ahead.
- Prepare your submittal in advance.

### The Speakers

- For each of your proposed speakers, tell us why he/she is **uniquely qualified to address this topic**. When assessing proposals, the Program Committee is most influenced by speakers who are: a) nationally recognized leaders in their area of specialty; b) bright, emerging talents who are driving innovative new ideas and approaches; or c) experts from outside the industry whose discipline can be applied to homebuilding.
- **Confirm** all speakers prior to including them in your proposal. PCBC reserves the right to cancel any accepted session if there are speaker changes.
- **Don't load up** a panel with speakers **PCBC will limit panels to one moderator and three or fewer panelists.**
- Don't be afraid to **feature opposing points of view** – even debate – among your presenters. A panel of speakers patting each other on the back makes for a very dull program.

### 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.
- Think in terms of “edutainment” value. Don't just educate the audience – find ways to create a memorable, entertaining experience as well.
- 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.

- Whenever possible, utilize speakers and/or case studies from other industries and apply their experience to homebuilding.

### Be Practical

- Use case studies to illustrate best-practice applications, along with lessons learned from **both success and failure**.
- Look for universal application that crosses over to all markets. How can the pitfalls and lessons learned in your market help builders avoid paying the “dumb tax” in other markets?
- Present the issues from an interdisciplinary perspective, and focus on the bottom-line results. How could the entire team have worked together to make the project more successful and financially viable?
- Think beyond the “bring & brag” method of showing wonderful results. Instead, take the audience through the process of how the issues were resolved – not just what you did, but why. Tell us what worked, what didn't, and what you would do differently next time.

### Be Relevant

- **Target the right audience.** The majority of conference attendees are medium- to large-volume homebuilders. See the enclosed breakdown of conference attendee demographics (page 5).
- **Target the right level.** PCBC attendees are largely senior management looking for advanced-level information. In evaluations from previous conferences, less than 1% of all respondents indicated that the information presented was too advanced, while 19% rated it as too basic.
- **Conversation not presentation.** Our audience wants to be part of the discussion. Don't just speak at them but allow opportunity for questions and feedback throughout the session.

## ATTENDEE DEMOGRAPHICS

### Occupation

Builder – Single Family Spec .....	16%
Builder – Single Family Custom .....	7%
Builder – Multifamily .....	8%
Architect/Land Planner.....	9%
Land Developer.....	3%
Marketing/Advertising/PR.....	3%
Financial Services.....	7%
All Other Occupations.....	47%

### Level within Company

Owner/President/CEO.....	37%
Division President/GM/VP.....	11%
CFO/CTO/COO/CMO.....	2%
Director/Manager/Supervisor .....	31%
Other.....	19%

### Responsibilities within Company

Executive Management.....	29%
Sales & Marketing.....	21%
Land Acquisition .....	3%
Product Design .....	6%
Operations .....	8%
Finance .....	4%
Purchasing .....	6%
Construction .....	11%
Information Systems.....	1%
Other.....	11%

### Annual Volume of Construction (Units)

Under 25.....	46%
25-249 .....	22%
250-499 .....	10%
500-1,000 .....	8%
1,001-5,000 .....	8%
Over 5,000 .....	6%

### Annual Volume of Construction (Dollars)

Under \$5 million.....	38%
\$5-25 million.....	21%
\$25-50 million.....	9%
\$50-100 million.....	8%
\$100-500 million .....	13%
Over \$500 million .....	11%