

PCBC 2024 CALL FOR PROPOSALS

June 19–20, 2024, Anaheim Convention Center

AUDIENCE AND CATEGORIES

About PCBC

PCBC is an annual event dedicated to advancing the art, science and business of housing—because we believe it takes all three of those disciplines working together to create better, higher performing, more attainable homes and communities.

Attendees are senior management looking for advanced-level ideas, research, analysis, synthesis, case studies, and emerging trends. Think grad school course, not introductory concepts.

Makeup of conference attendees

Builder/Developer – 48%
Architecture/Planning/Design – 17%
Advertising/Marketing/Branding – 12%
Service Provider – 10%
Financial/Investment – 4%
Product Manufacturer – 4%
Other – 5%

Program categories

- Strategy, vision, competitive landscape
- Sales, marketing, consumer insights
- Design, planning, placemaking
- Financial markets, economic forecasting
- Land acquisition, development, entitlement
- Legislative, regulatory and policy issues
- Home technologies, smart systems, IOT
- Building technologies, materials, methods
- Team performance, management, motivation
- Personal performance, productivity, life hacks
- Affordability solutions
- Multifamily housing
- Adaptive reuse
- Build to rent



The Art, Science +
Business of Housing

SELECTION CRITERIA

Proposal deadline: October 27, 2023, at 5pm PT. Late submittals will only be considered after the others have been reviewed and placed.

Educate, don't sell. Proposals designed to promote products or services will not be considered.

We give highest priority to **new, unique, original content.** Programs repeated from other industry conferences are much less likely to be selected.

For each of your proposed speakers, provide a bio that tells us why they're uniquely qualified to address the topic. When evaluating proposals, the advisory committee is looking for speakers who are:

- Nationally recognized leaders in their area of specialty – or –
 - Bright, emerging talents who are driving innovative new ideas and approaches – or –
 - Experts from outside the industry whose discipline can be applied to homebuilding
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- **Don't overload a panel with speakers.** In most cases, less is more. Preference is given to sessions with fewer, higher caliber presenters.
 - Don't be afraid to feature **opposing points of view.** Debate is healthy and encouraged! A panel of speakers patting each other on the back makes for a dull program.
 - If you have multiple speakers, keep it **lively, interactive and conversational.** Give-and-take is far more engaging than a series of lectures.
 - Whenever practical, incorporate speakers and/or case studies **from other industries** and use their unique perspective to uncover insights for homebuilding.
 - Be prepared to **speak openly and candidly** about your topic, including lessons learned from both success and setbacks. Share not only what you've done, but why, and what you'd do differently in the future.
 - Ground your presentation in **research and data.** Theory is great, but support it with hard numbers and real-world examples.
 - The most compelling programs not only educate the audience, they create an **unexpected, memorable, entertaining experience** as well.
 - **Contact all speakers prior to including them** in your proposal. We reserve the right to cancel any session if speakers fall through.
 - **PCBC speakers receive complimentary Max Pass registration** to attend the conference at no charge. We do not provide honoraria or reimbursement of travel expenses.

All submitters will be notified of their selection status by February 1, 2024.

For questions or clarification, contact Greg Fuson at greg@pcbc.com.



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PREP SHEET

We encourage you to write your proposal in a saved document first, then copy/paste your content into the online submittal form. Before submitting, you'll create a user account. This person will receive all communications regarding the status of the proposal.

Questions you will be asked to address:

Proposal Title

Submitter: Name, Company, Email, Phone

(This person will receive all communications regarding the status of the proposal)

Speaker(s): Name, Title, Company, Email, Phone, Bio

Format:

- 5-minute Speed Share
- 20-minute Innovation Talk
- 45-minute Learning Lab
- Workshop (2-4 hours)

Topic track(s) (choose up to 3)

- Strategy, vision, competitive landscape
- Sales, marketing, consumer insights
- Design, planning, placemaking
- Financial markets, economic forecasting
- Land acquisition, development, entitlement
- Legislative, regulatory and policy issues
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WHY IT'S IMPORTANT. In a sentence or two, describe the underlying issue/challenge/pain point this session will address.

WHAT YOU'LL COVER. In 200 words or fewer, describe the content this session will present.

TAKEAWAYS. List four bullet points. At the end of this session, attendees will learn how to:



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