



2018 IEDC ANNUAL CONFERENCE: CALL FOR SESSION PROPOSALS

SUBMISSION DEADLINE: NOVEMBER 17, 2017

Background:

The International Economic Development Council (IEDC) is presenting its 2018 Annual Conference in Atlanta, Georgia from September 30 – October 3, 2018. This is an opportunity to highlight success stories, lessons learned, share cutting-edge ideas, and engage your colleagues at the premier event for economic development practitioners. IEDC is seeking compelling session proposals to ensure a comprehensive program. The conference theme is “Inclusive Economic Development: Fulfilling Dreams.”

Session proposals should address trends and topics that reflect the wide-ranging needs and interests of IEDC’s diverse membership. Concurrent sessions will be organized into five tracks:

1. Reimagining Economic Development
2. Growing from Within
3. Widening the Circle
4. Placemaking
5. Pioneering New Opportunities

Conference Audience:

IEDC is the world’s largest membership organization serving the economic development profession. From public to private, rural to urban and local to international, our members represent the entire range of economic development experience.

Submission Deadline: November 17, 2017

Please submit any questions to proposals@iedconline.org



Guidelines:

Please read the following guidelines carefully before submitting your session proposal.

- All organizations proposing sessions must be current members of IEDC.
- Proposed speakers who are economic development professionals and/or consultants must be current members of IEDC for the proposal to be considered.
- IEDC reserves the right to accept only the topic, title, and to accept or reject one or more speakers and moderator or any combination of the above list.
- IEDC reserves the right to add, edit or make changes to the session title, description, and mode of presentation, panel and moderator. IEDC reserves the right to combine proposals on the same or similar topic to ensure a strong session.
- All proposals become property of IEDC upon receipt. Session topics or speaker recommendations not accepted for the Annual Conference may be used in future IEDC conferences, webinars, newsletters and publications for up to one year. This proposal will not be considered for the 2019 Annual Conference.
- Strong proposals are respectful of diversity in terms of ethnicity, gender, geographic location and organizational structure.
- Members may submit a proposal with a minimum of one speaker for the panel. IEDC may confirm additional speakers and a moderator to complete the panel.
- Panels that include communities of multiple sizes, states/provinces and countries are strongly encouraged. IEDC does not recommend sessions composed of all consultants or representatives from just one community, company or state/province unless it is a case study.
- In order to keep membership dues and registration fees to a minimum for our members, IEDC is unable to pay speaker's or moderator's travel expenses, honorarium or speaker's bureau fees.
- Speakers and moderators interested in attending the conference will be expected to register and pay for the conference.
- Speakers are invited to attend the session before or after their session excluding meals and receptions without paying the registration fee.
- Speakers may only speak or moderate in one session during the conference program. Speakers who are proposed for several sessions will be confirmed for only one session.
- It is IEDC policy to allow only one speaker from each organization to participate in the conference. If multiple speakers are proposed from the same organization, we will only be able to accept one of them.
- Members proposing sessions are responsible for confirming proposed speakers and moderators upon acceptance of session proposal.
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IEDC strives for speaker and moderator diversity, especially gender, racial, geographic, and type and size of community.

Submission Deadline: November 17, 2017



Proposal Submissions:

Please send completed speaker nominations to proposals@iedconline.org by November 17, 2017.

If you prefer to complete a paper form, please mail to:

Conference Proposals
IEDC
734 15th St NW Suite 900
Washington, DC 20005

Proposed speakers and moderator without biographies will not be considered.

Please contact IEDC at proposals@iedconline.org via email with any questions regarding conference proposals. For more details about IEDC, visit our website at iedconline.org. You will be notified via e-mail regarding a decision on your proposal during March 2018. All proposals will be kept on file for one year for consideration for future conferences.

If the session proposal and speakers are accepted, the person that submitted the proposals will be responsible for confirming the moderator and speakers before April 30, 2018.

No substitutes for speakers or moderators can be made without permission from IEDC.

Important Deadlines

September – November 17, 2017	IEDC accepting session proposals
March 2018	IEDC notifies submissions of the outcome of their proposals
April 2018	Successful submissions confirm their moderators and speakers



2018 Annual Conference Track Descriptions

The 2018 Annual Conference in Atlanta from September 30 – October 3, 2018 will be all about inclusive economic development. In communities across the globe, there is a shared dream – one where every person has the opportunity to reach their fullest productive potential regardless of race, ethnicity, gender, income, background, or geography. Indeed, we are surrounded by neighbors who are facing significant barriers from fulfilling their dreams. How can we do better in helping all of the people living in our communities who would like to participate in the surrounding economy find a means to do so? How can we as economic developers work with our other community partners in helping to address these barriers? And how can we be more intentional about developing, recruiting, and expanding economic activities that would enable a community’s people to participate in those activities in their backyards? The conference content will feature five tracks in support of the theme of conference. Embedded in each of these tracks will be “shared solutions” presentations featuring rural, urban, suburban, and regional examples.

Track 1 – Reimagining Economic Development

This track will seek to spark a conversation around how we might transform our economic development efforts to foster greater bottom-line prosperity throughout all of our communities. The identification of potential economic, social, and environmental outcomes to consider for boosting regional competitiveness is important to consider in this transformation.

Track 2 – Growing from Within

The most sustainable form of economic development is realized through fostering home-grown opportunities. Exploring the nuts and bolts of today’s economic development such as business retention and expansion, entrepreneur development, and tourism product development, this track will seek to show how focusing on building upon and strengthening their existing assets can yield organic gains in economic development for communities of all sizes and circumstances.



2018 Annual Conference Track Descriptions Continued

Track 3 – Widening the Circle

Perhaps the most proven way for widening the circle of those who can benefit through our economic development efforts is to invest in our people and industries. In an era of skills gaps, declining industries and infusions of new technology, communities are often encouraged to transform and diversify their efforts to address these and other critical issues. This track will showcase how communities can leverage their educational and industrial assets to help all of our people grow - from infancy to old age.

Track 4 – Placemaking

Creating a quality of place that can be enjoyed by all people requires an intersection of community planning and economic development efforts. Today's economic developers are increasingly concerned with partnering with other community leaders in improving place-based assets such as housing, healthcare, education, food and recreation amenities, and transportation modes. This track will aim to feature best practices for partnering in placemaking and how economic developers can help raise the standard of living for all.

Track 5 – Pioneering New Opportunities

As innovation and technology on a global scale are changing the way we do business and the forces of “creative destruction” are moving at an accelerated pace, the old adage of “business as usual” no longer has a place in our economic development conversation. Our profession must rise to the challenge to explore new and entrepreneurial ways of helping all of our people and businesses thrive in ever-changing times. This conference will seek to leverage resources in learning about pioneering approaches for fostering opportunities for everyone in the midst of changing times.



Proposal Form

Contact Information for Proposal:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

Are you an IEDC Member? Yes No

Suggested Session Title (8 words or less):

Session Description (Please provide a 1-2 paragraph description of the session you are proposing. Please address why this topic is important, to whom is it important, and how your session will help the conference participants solve the problem/challenge that you have identified):



Proposal Form Continued

Marketing Description

Please provide 50-75 word description of the session you are proposing:

What would an attendee of this session be expected to take back and apply to their community? Please provide 3 bullet points that describe the key lessons to be learned in this session:

1. Lesson Learned 1: _____
2. Lesson Learned 2: _____
3. Lesson Learned 3: _____

How does this session proposal offer a new or innovative understanding of this particular topic?

Suggested Mode of Presentation:

- 1) Panel (3 presentations of 15-20 minutes each with 30 minutes for questions)
- 2) Town Hall (3-5 panelists for an open discussion, no presentations)
- 3) Learning Lab (1-2 speakers providing case study or in-depth presentation)
- 4) Interactive Workshop (2-3 facilitators with activities at the table and in larger group)
- 5) Other (please provide details such as stage set up, floor set up, and anticipated AV needs.)



Proposal Form Continued

Geographic Audience Appeal (Please select all that apply):

- Urban Suburban Rural Regional Organization
 State/Provincial Agency International

Geographic Audience Appeal (Please select all that apply):

- Young Professional Mid-Career Experienced New to the Industry
 Senior Leader of Organization Student CEcD

Suggested Mode of Presentation:

- Regional, state/province, county, and city economic development organizations
- Chambers of commerce and other business support agencies
- Community and neighborhood development organizations
- Technology development agencies
- Utility companies
- Educational institutions
- Consultants
- Redevelopment authorities
- Workforce development organizations
- Other, please specify: _____

Suggested Mode of Presentation:

- Basic: This session assumes the audience has no prior knowledge on the subject
- Intermediate: This session will assume the audience has a basic understanding of the concepts
- Advance: This session assumes the audience has in-depth knowledge/experience of the subject and is geared towards taking the content to the next level

I acknowledge that I have read the Guidelines on page 2



Proposal Form Continued

Suggested Session Moderator:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a moderator? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography - please paste a 200 word biography below.



Proposal Form Continued

Suggested Session Presenter(s):

Presenter 1:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography - please paste a 200 word biography below.



Proposal Form Continued

Presenter 2:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.



Proposal Form Continued

Presenter 3:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography - please paste a 200 word biography below.



Proposal Form Continued

Presenter 4:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography - please paste a 200 word biography below.



Proposal Form Continued

Presenter 5:

Name: _____

Title: _____

Company/Organization: _____

Location: _____

Email: _____

Phone: _____

LinkedIn URL: _____

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.