



Call for Education Session Proposals

2021 GEORGIA DOWNTOWN CONFERENCE

BRASSTOWN VALLEY RESORT

YOUNG HARRIS, GEORGIA | AUGUST 16-20

Calling all Presenters!

The 2021 Georgia Downtown Conference will be held at Brasstown Valley Resort, Young Harris, Georgia August 16-20. We welcome session proposals that explore successful strategies in downtown development. Proposals should focus on strong educational components ranging from beginner to advanced levels. Presenters should keep in mind that those in attendance hail from communities of varying size.

This statewide conference attracts over 200 professionals in downtown development fields, including new and experienced downtown directors, board members, architects, historic preservationists, entrepreneurs, planners, economic development professionals, public officials, volunteers, and consultants.

2021 CONFERENCE GENERAL TOPICS

We are seeking presentations on general commercial district revitalization topics including, but not limited to:

- Sustaining a viable organization
- Parking Strategies
- Retail support
- Small business assistance and development
- Volunteer recruitment
- Fundraising
- Vacant Storefront Strategies
- Creating façade improvement programs
- Window Displays
- Cutting Edge Practices
- Program Advocacy/Lobbying
- Time Management
- Historic Preservation
- Preservation planning
- Working with your local government
- Printed vs electronic marketing
- Updating zoning to allow your vision
- Building a stronger board of directors
- Leadership development
- Developing design guidelines
- Social Media
- Using new technologies to manage your program
- Small business trends
- Entrepreneurship
- Real estate development
- Sustainable development
- Heritage tourism
- Creative deal making
- Master Plan Basics
- Urban Planning

Submit your application to:

ibeckles@gacities.com





Submitting a Proposal

GEORGIA'S DOWNTOWN CONFERENCE
AUGUST 16-20, 2021 | BRASSTOWN VALLEY RESORT

EDUCATION SESSIONS cover a variety of topics ranging from the basics of the Main Street Four-Point Approach™ to advanced discussions of issues in the revitalization and preservation field. All proposals will be reviewed by a selection committee. These 60 – 75- minute sessions should be interactive and feature no more than three presenters. A screen, LCD projector, and other reasonable audio-visual equipment will be provided, however presenters are required to provide their own laptops.

PROPOSAL REVIEW CRITERIA

We are looking for sessions that highlight strategies and models that conference attendees can apply to their own communities. Sessions that include multiple case studies, strategies, and solutions are of special interest.

The following will be reviewed for all proposals:

- Overall quality of the proposed session content
- Timeliness and relevance to an important programmatic, technical, policy, or philosophical issue in the preservation-based revitalization field
- Title that is engaging and appropriate
- Description that is a clear and accurate reflection of the proposed content
- Clarity and completeness of the proposal
- Well-defined focus of the topic and presentation
- Presentation skills and knowledge level of the suggested speakers
- Applicability and appeal to a statewide audience
- Format and length appropriate to topic
- Creative session design that allows for interaction among participants

WHAT YOU NEED TO SUBMIT A PROPOSAL

- Title of session
- Target Audience (beginner, intermediate, advanced)
- Session format (panel, roundtable, etc.)
- Learning objectives of the session
- Contact information and brief bio for submitter/ session manager and all presenters. At least one presenter must be a GDA member, or a sponsor/ exhibitor at the Conference
- 50-75 word description
- One-page session outline

DESIGNING YOUR EDUCATION SESSION

Have in mind specific learning objectives for the session. What will the participants learn? How can the program and processes be applied in other communities?

Describe at which “level” your session will be conducted. The beginner/intermediate session is aimed primarily at participants who need information about basic downtown, preservation, and revitalization tools. The intermediate/ advanced designation assumes a high degree of participant knowledge and experience in downtown development.

Determine the format of your session, and include time for a question-and-answer period at the end of the session.



Submitting a Proposal

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SUBMITTER RESPONSIBILITIES

- Design and develop content for the session that matches the proposed title and description.
- If additional presenters are included in the presentation, the submitter is responsible for obtaining their agreement, contact information from each proposed speaker, and all relevant details pertaining to their session.
- If the session is selected, the submitter will work with the conference staff to finalize educational content and other details.
- Presenters must prepare a handout for distribution during the session and to be made available online after the conference.

If you are including other presenters in your proposal, please remember:

- There is a limit of three (3) speakers per session.
- You are responsible for contacting all potential presenters to determine if they are willing to present on your proposed topic before submitting this proposal. All presenters should be familiar with and agree to all terms and conditions of presenting at the Georgia Downtown Conference.
- Choose speakers that you know are knowledgeable presenters who can effectively communicate their message to a variety of audiences

TERMS & CONDITIONS

Please Note:

- Presenters must agree to all terms and conditions for participation.
- Session submitter will serve as primary contact for Georgia Downtown Conference staff and must have a valid e-mail address.
- For all accepted submissions, the Georgia Downtown Conference staff reserves the right to edit title, description, outcomes, or reassign identified topic areas for promotional purposes.
- Education sessions are non-commercial. Presenters may not promote a product, service, or anything else representing monetary self-interest.
- Presenters agree to share PDF version of their presentation to be hosted on conference website.
- Presenters agree to be audio taped for podcasting which may be available via the conference website.

Key Dates:

Submissions due

April 30, 2021

Acceptance notification

May 17, 2021

Registration begins on or before

June 2, 2021

Georgia Downtown Conference

August 16-20, 2021



Application

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NAME _____

ORGANIZATION _____

ADDRESS _____

EMAIL _____ PHONE _____

TARGET AUDIENCE:

- | | | |
|-------------------------------------|--|--|
| <input type="checkbox"/> Beginner | <input type="checkbox"/> Intermediate | <input type="checkbox"/> Advanced |
| <input type="checkbox"/> Small Town | <input type="checkbox"/> Urban Districts | <input type="checkbox"/> All Communities |

SESSION TIME SLOTS ARE 60 OR 75 MINUTES

- ☐ 60 Minute Presentation
☐ 75 Minute Presentation

SESSION FORMAT:

- ☐ Single Presenter
☐ Panel of Experts

Attach brief bios for each:

Panelist #1 NAME: _____

Panelist #2 NAME: _____

Panelist #3 NAME: _____

TO ALLOW MORE PEOPLE TO ATTEND, WOULD YOU BE WILLING TO OFFER THIS SESSION DURING TWO TIME SLOTS? _____ Y _____ N

LEARNING OBJECTIVES FOR THIS SESSION: _____

Submit your application to:

ibeckles@gacities.com