



**CMAA 2008 LEADERSHIP FORUM
BALTIMORE, MD, MAY 18 – 20, 2008**

“Developing Excellence through Leadership”

Call for Proposals Instructions

Invitation to Prospective Session Presenters/Moderators

The Construction Management Association of America’s 2008 Leadership Forum will be held in Baltimore, MD, May 18 – 20, 2008. This event attracts a growing audience annually from within the CM profession; it offers an opportunity for professional CMs and owner practitioners to gather for the latest in education, networking opportunities, idea exchange and discussion of industry best practices. We invite you to submit a proposal to present an education session for this exciting event. Please note that recertification credit is awarded to presenters that are Certified Construction Managers (CCMs). Read this invitation carefully before submitting a proposal, as CMAA’s policy and procedures may have changed.

Conference Theme

The conference theme is “Developing Excellence through Leadership.” This theme will focus on leadership best practices; presentations on business management, project management, program management, technology, and current industry issues are encouraged as well. Please feel free to submit any proposal you feel relevant to our theme however. You will be asked to identify the career step(s) or experience level(s) for which your presentation is best suited. The table below identifies some criteria to consider in making your determinations.

Leadership Forum 2008 Concept Paper

Career Foundation	Mid- Career	Senior Career
<ul style="list-style-type: none"> ➤ CMIT ➤ Entry-level CMs, architects, engineers, constructors ➤ College students ➤ Minimum CM experience, < 5yrs 	<ul style="list-style-type: none"> ➤ CCM Certified ➤ Mid-to-upper-level management ➤ 10 - 15 yrs CM experience ➤ Recognized leaders 	<ul style="list-style-type: none"> ➤ CCM Certified ➤ Senior-level management ➤ ≥15 yrs CM experience ➤ Hi-Pot designees

Presentation Format

The Conference is structured so that multiple sessions run concurrently. An education session is limited to a one hour and 30 minute presentation. “Forum” suggests open discussion to address an idea, problem, or issue; this venue prompts creativity and encourages the widest-possible participation. Presentations are to be supported by PowerPoint, printed materials, and other necessary items.

Sessions must be designed and presented in a way that engages the audience and prompts open discussion.

Proposal Review Process & Selection Criteria

Your proposal will be peer reviewed and selected by CMAA's Professional Development Committee. Session objectives must be clearly defined in your proposal. Presentations are expected to make significant contributions to the professional dialogue, and to the development of attendees' leadership and technical skills. Presenters must refrain from marketing specific products or services and will not be selected if the presentation is designed to do so. The criteria used to review proposals are:

- The topic is clearly important to CM professional development
- The topic has applicability to one or more career steps/experience levels
- Proposal contains new and innovative ideas
- Presentation will stimulate discussion among participants
- Practical "how to" application value of the topic
- Consistency of topic content with program theme
- Session objectives are clearly defined

Panel Session Objectives

Your proposal must identify how your panel session topic will accomplish one or more of the following objectives:

- Present "leadership best practices"
- Introduce a new tactic/strategy
- Solve a problem through an innovative technique
- Demonstrate a practical "how to" method
- Utilize a new technology
- Identify how an area of research will advance CM
- Address a controversial industry issue
- Identify an emerging trend and assess its impact on the industry

Selecting a Topic for Your Session Proposal

Proposals for an education session may be submitted in one or more of the categories below. Examples of topics are as indicated.

Leadership Best Practices

- Hiring the best people
- Performance management
- Negotiation skills
- Incentivizing the workforce
- Strategic hires
- Career progression
- Succession planning
- Creating collaborative relationships

Emerging Technologies

- BIM
- Integrating green building principles
- Lean construction

- Integrating web tools
- Cost estimating
- Sustainability and facility management
- Best value selection

Hot Topics

- Implementing sustainable design
- Efficient construction estimating & bidding strategies
- Scheduling
- Safety
- Risk in design defects
- Teaming w/financial institutions
- Forecasting the future CM workforce

Each submission should indicate the specific CM Career Path step(s) for which it is appropriate.

Your Roles & Responsibilities as a Single Presenter or a Panel Session Moderator:

- Know and follow the proposal submission guidelines and requirements.
- Select a topic for your session from the three categories above.
- Select people to serve on your panel who command expert knowledge of your topic and are skilled and effective presenters (where applicable).
- Plan and coordinate your session's preparation (with panelist(s) where applicable).
- Serve as your session's lead point of contact with CMAA.
- Assemble the PowerPoint slides into one presentation and submit all handout materials to CMAA for review and approval by specific dates required.
- Determine any special room set-up needs for your session (e.g. audio-visual, flip charts, etc.).
- Prepare and submit a one page session summary to CMAA three months prior to the Conference.
- Prepare and submit a PowerPoint presentation, handouts, and speaker bios to CMAA one month prior to the Conference. **(All materials submitted for your presentation become the property of CMAA.)**
- You are responsible for providing all presentation handouts.
- **There will be no compensation, or reimbursement of expenses for presentations.**
- **All presenters and panel members must register; a "special speaker's rate" is available.**

Proposal Submission Requirements

1. Proposals suggesting commercialism or product/service promotion will not be accepted.
2. No more than two proposals per person may be submitted.
3. **The online form must be used; it is designed so that an entry is required for each itemized section. Incomplete proposals are not accepted.** The form must be returned by email to mjohnson@cmaanet.org.
4. If you expect to work with co-presenters, be certain to **coordinate with them before submitting the proposal**; their contact information must be included. You will be the primary point of communication and must disseminate and collect all CMAA forms, papers, and other relevant material.
5. Proposals are to be submitted electronically via the CMAA website.
6. Co-presenters and/or panelists should include a mix of owners and service providers.

7. **Your abstract must be no more than 125 words.** Provide a clear and concise description of your session's content and its educational objectives. Abstracts are not to include tables, figures, graphs, bibliographies or subscripts.
8. Moderators of accepted proposals will make no substantive changes to their approved session content, abstract, presentation materials or panelists without notifying the National Conference Committee in advance.
9. Moderators of accepted proposals must provide a one page summary, a 4-10 page (1,000-2,000 word) white paper, and copies of their PowerPoint presentations in advance of the Conference. The summaries and white papers are to be single-spaced in Arial 11 point font. These must be submitted electronically to mjohnson@cmaanet.org . If you submit a proposal, you agree to these terms, conditions and deadlines.

Changes, Cancellations, and Withdrawals

CMAA regards a submitted proposal as a commitment to present a scheduled session. If extenuating circumstances prevent an accepted moderator or the moderator's panelist(s) from making a presentation, it is the moderator's obligation to find an alternate and to notify the National Conference Committee. Withdrawals along with alternate plans must be submitted in writing.

Failure to meet established deadlines will result in your disqualification for consideration for future CMAA conferences.

Planning Deadlines

January 18, 2008	All proposals due to CMAA
March 3, 2008	Notification of proposal acceptance/non-acceptance
March 17, 2008	One-page session summaries due to CMAA
April 1, 2008	PowerPoint presentation, handouts, and speaker bios due to CMAA
May 18 - 20, 2008	CMAA Leadership Forum, Baltimore, MD

Questions/Information

Questions regarding your proposal should be directed to George Gehringer at (703) 677-3367 or ggehringer@cmaanet.org.

**CMAA Spring Leadership Forum
May 18-20, 2008
Baltimore, MD
2008 CALL FOR PROPOSALS**

“Developing Excellence Through Leadership”

Proposal Submission Form

Please carefully read the “Call for Proposals Instructions” before completing this form. Do not skip any sections; incomplete forms are **not** accepted.

Moderator Information

Last Name, First Name, Suffix _____

Title _____

CMAA Member Yes No

Firm / Institution _____

Address _____

City _____

State _____

Zip _____

Tel _____

Fax _____

Email _____

Has the moderator ever presented a session or moderated a panel for CMAA?

- Yes
- No

If yes, please indicate date, event, title of presentation

Moderator biography (please limit narrative to 150 words max; resumes/CVs are not accepted)

If the person submitting this proposal is different than the moderator, please complete the contact information below:

Name _____
 Title _____
 Firm / Institution _____
 Email _____
 Phone _____

Proposed Panel Session Category

- Leadership Best Practices
- Emerging Technologies
- Hot Topics
- Other _____

Proposed Panel Session Title

Career step(s) or experience level(s) for which your presentation is best suited. (may be more than one)

- Career Foundation
- Mid Career
- Senior Career

Which of These Objectives will Your Panel Session Accomplish?

- Introduce a new tactic/strategy
- Solve a problem through an innovative technique
- Demonstrate a practical “how to” method
- Utilize a new technology
- Identify how an area of research will advance CM
- Address a controversial industry issue
- Identify an emerging trend and assess its impact on the industry

List 3 Ways in which Your Panel Session will contribute to the Program Theme, “Developing Excellence Through Leadership”:

Contribution 1: _____

Contribution 2: _____

Contribution 3: _____

Describe how your panel session will accomplish panel goals, as outlined in the instructions.
(limit 40 words)

