

# INDUSTRY SUPPORT CONFERENCE

September 18 & 19, 2019

Hilton Portland Downtown



## CALL FOR PRESENTERS – Apply by May 24

The Fall 2019 Industry Support Conference is organized as a collaboration between Housing Oregon and Oregon Housing and Community Services. Housing Oregon is a statewide, membership-based association of affordable housing and community development organizations, public housing authorities, and partners. Housing Oregon strengthens its members and the affordable housing industry throughout Oregon through advocacy, best practices development and peer learning. Oregon Housing and Community Services, a State agency, provides stable and affordable housing and engages leaders to develop integrated statewide policy that addresses poverty and provides opportunity for Oregonians.

### CONFERENCE DESCRIPTION

The Industry Support Conference provides policy and advocacy updates, technical skill-building content and showcases how innovators are solving business problems for their organization by leveraging resources, implementing best practices and forging cross-sector collaborations to strengthen and sustain housing and asset building programs for hard-working families and vulnerable populations throughout Oregon.

We welcome submissions from industry professionals, consultants, educators, and community stakeholders from the corporate, academic, non-profit and the public sector. We look for “how-to” content, best practices and thought-provoking ideas—all with a focus on how to reach new levels of impact, equity and sustainability.

### THE AUDIENCE

Our conference draws 250-300 participants, primarily line-staff, administrators and leaders from community development and affordable housing organizations who come together to discuss common issues, successes and challenges. Attendees are organizational professionals across all industry sectors including housing and community development, advocacy, social services, community action agencies, housing authorities, government agencies, finance, and construction. They work in rural and small-town environments, and in suburban and urban areas.

## PROPOSAL GUIDELINES & INFORMATION

We welcome proposals from industry experts, vendors, researchers, consultants and front-line practitioners that focus on how-to, in-the-trenches, skill-building content, as well as examples of best practices and innovations. Proposals should focus their learning objectives to one of our industry's practitioner groups or focus areas listed below.

### **Categories and/or tracks:**

Conference sessions will be organized around the following categories or tracks aligning with the recently released Oregon Statewide Housing Plan:

- Equity and Racial Justice
- Homelessness
- Rural Communities
- Permanent Supportive Housing
- Affordable Rental Housing
- Homeownership

### **Practitioner groups:**

Conference presenters are also encouraged to focus on addressing learning objectives of practitioner groups within our industry including:

- Resident Services
- Property and Asset Management
- Housing Development
- Fiscal Management
- Homeownership Counseling & Education
- Leadership & Policy
- Communications

When submitting your proposal, you must indicate which category and/or practitioner group you believe is the best fit. Proposals that address more than one category are acceptable and multiple proposals may be submitted from the same primary presenter.

## SESSION FORMATS

The Industry Support Conference includes multiple concurrent breakout sessions. Sessions are 90 minutes in length. There are three types of sessions for which proposals may be submitted:

- 1. Panel Discussions:** Panels may include a maximum of 4 presenters and one moderator. A minimum of 30 minutes of interactive dialogue with session attendees is required. Feedback from previous conference attendees has shown that the most successful sessions are those that exhibit the spirit of genuine discussion and exchange of ideas.
- 2. Facilitated Roundtables:** Roundtables, focused on specific topics, may be presented by a maximum of 2 facilitators. The idea of the roundtable is to delve into the deeper

issues of particular topics and focus on developing solutions, approaches, strategies, or innovative thinking. They demand interaction from all participants. Facilitators briefly introduce the topic and provide background information (this should not be a presentation and should not involve a slideshow), then pose questions to facilitate the discussion. The outcome of each roundtable session is a collegial discussion and an exchange of ideas providing a range of perspectives for participants. Facilitators are requested to submit the discussion outcomes in writing to Housing Oregon for posting on the conference website within two weeks after the conference.

3. **Lecture or Training:** Lectures and Trainings may be presented by a single speaker, but not more than 2 lecturers/trainers. The topic must be informative and relevant to affordable housing, equity or the intersection of housing with other sectors, such as health, education, etc. Trainings should allow participants to practice or apply new skills during the session and/or include small group work. A minimum of 30 minutes of interactive dialogue with session attendees is required.

## **GUIDELINES FOR SUBMITTING A PROPOSAL**

- Indicate the type of session format for which you are submitting a proposal:
  1. A panel discussion
  2. A facilitated roundtable discussion
  3. Lecture or Training
- Panel Session Proposals must demonstrate that at least 30 minutes are incorporated for discussion and interaction. Panels should not be “talking heads” but rather allow sufficient time for adequate discussion and exchange between all in attendance.
- Panel Sessions should focus on lessons learned, challenges and issues encountered and how those were addressed. Sessions should not be a “show and tell” of an organization or program.
- Facilitated Roundtable Discussions should pose a series of discussion questions and should NOT include any formal presentations.
- We will give preference to sessions that include multiple institutions and diverse perspectives. Resident/Client perspectives are welcome.
- Regional diversity, including perspectives from institutions and presenters located outside of Oregon, are most welcome.

## SELECTION CRITERIA

All submissions are peer-reviewed. The following minimum criteria for presentation proposal acceptance will be used:

- Session is educational in nature—proposals used to promote specific products will not be accepted.
- Session description, title and learning objectives are clearly defined.
- Speaker expertise and presentation experience is evident.

Other selection criteria considered include:

- Important, timely and practical content.
- Content deals with new trends, tools or strategies.
- Session showcases a proven, industry-changing example.

### Breakout Session Criteria

- **Copies:** Speakers/presenters should provide enough copies of any handouts for the audience. *Additionally, please provide session materials electronically.* These will be posted on the Housing Oregon website after the conference for attendees to download.
- **Length:** Sessions are 90 minutes long. Please indicate the time you need to present your information and allow for questions and discussion. Exceptions may be made for longer sessions if warranted.
- **Presenters must bring their own laptops.** Mac and tablet users should bring appropriate adapter cables for VGA, USB and HDMI projector ports.

## PRESENTER BENEFITS AND RESPONSIBILITIES

- Each presenter must register themselves for the conference. Panel Sessions will receive a maximum of five complimentary tickets and Facilitated Roundtable and Lecture/Training Sessions will receive a maximum of two complimentary tickets (a one-time use code will be provided).
- Housing Oregon provides one screen, LCD projector and 2 microphones in each room. Additional equipment is at the expense of the presenter from the conference AV provider. Presenters will be responsible for providing any audiovisual equipment or technology needs not listed above.
- All presenters are responsible for their own lodging, transportation, parking, meal costs not provided through conference registration, and handout materials.

## SUBMISSION DEADLINE: FRIDAY, MAY 24, 2019

- Notification of acceptance will be e-mailed to the primary presenter by June 11, 2019, if not earlier.
- To submit a proposal:
  - Email your completed Call for Presenters Application form below to [brian@housingoregon.org](mailto:brian@housingoregon.org), or,
  - Apply online at <https://tinyurl.com/yxtmawrp>

## FREQUENTLY ASKED QUESTIONS

### **When will I hear about whether my proposal is accepted or not?**

You will hear by June 11, if not sooner, regarding the status of your proposal.

### **How are the proposals reviewed?**

Members of the conference planning committee, consisting of Housing Oregon member organization staff and OHCS staff will review proposals.

### **Can I request a specific time for my session?**

No, due to the complexity of conference scheduling, Housing Oregon is unfortunately unable to accommodate specific requests for session scheduling. Extenuating circumstances will be given consideration, but Housing Oregon cannot guarantee a solution. **Please make sure you and your presenters are available on September 18 and/or 19 between 9am-4:30pm.** If selected, primary presenters will be notified of the session time by mid-July.

### **Do presenters receive a discount in conference registration fees?**

Presenters do receive complimentary tickets (up to 5 for panel sessions and 2 for roundtable discussions and lectures/trainings).

### **What if one of my presenters is coming only for this session and will not be participating in any other part of the conference?**

It is possible for a presenter to just come to their session and then leave. However, there will be no nametag or conference materials provided and the presenter may not participate in any other part of the conference.

### **If I am using PowerPoint, am I required to bring my own computer?**

Yes, you will need to provide your own laptop. The conference site does have a range of adapters, but we recommend you bring appropriate adapter cables for VGA, USB and HDMI projector connections, especially for MACs and tablets.

### **If I have handouts, am I required to bring copies to the conference?**

Yes, you should bring at least 40 copies of your handouts to the conference (unless Housing Oregon provides a lower or higher attendee count). Handouts are strongly recommended. We will also make copies of handouts and presentations available on the Housing Oregon website after the conference. Please submit to [brian@housingoregon.org](mailto:brian@housingoregon.org).