



HIRI HOME IMPROVEMENT SUMMIT KNOW YOUR MARKET – ANTICIPATE CHANGE -DRIVE STRATEGY & INNOVATION

2020 Call for Presentation Proposal Guide
Deadline: March 31, 2020

Thank you for your interest in presenting at the HIRI Home Improvement Summit. This guide will assist you in preparing your presentation proposal for the HIRI Home Improvement Summit which will be held Sept 30-Oct 1, 2020 in Chicago at the Fairmont-Millennium Park.

This guide includes a list of questions you will be asked to complete when submitting your proposal online.

Please read the instructions carefully so you can gather the necessary information prior to filling out the online form. You are welcome to submit multiple proposals.

- **General Information**

- Contact Name
- Organization
- Address
- Email
- Phone

- **Proposal Title**

Your title should reflect the subject matter and the audience if your program is audience specific. Try to include verbs (action words) where possible. 100 character limit; most range in length from 5 to 15 words.

- **Proposal Description**

Your description should provide a clear and accurate summary of the content of your program and describe why the program is relevant, timely and important to the audience. Speakers are encouraged to list key takeaways and learning outcomes from the presentation. 750 character limit; generally, they consist of 3-5 complete sentences (about 100 words in total).

You may also upload a document containing your proposal description if you have more detail than the input field allows.

- **Session Format**

You are welcome to request any of the formats below

- **Case Study:** presentation of outcomes relating to a research topic, study, construction project, etc.
- **Debate:** 2-3 speakers comparing and contrasting various sides of an issue
- **Demonstration:** physical/virtual demonstration and/or comparison of a particular application/process
- **Individual Speaker:** traditional presentation with a single speaker
- **Lightning Round:** many speakers giving short presentations about a particular topic
- **Panel Presentation:** traditional presentation with up to 3 speakers
- **Town Hall/Q & A:** short presentation followed by group discussion and questions

- **Session Duration**

You are welcome to request any of the speaking duration below. Please account for a 3-5 mins Q&A session within this duration.

- 15 mins
- 30 mins
- 45 mins
- 60 mins

- **Track**

Based on the subject matter you intend to cover, select the primary track for your program. You may only choose only one track. Descriptions of each track is provided below:

- **Customers:** Coverage of the latest intel on home improvement customers, prospects and partners. Proprietary research findings and data-driven insights arm the audience with unbeatable knowledge about DIY, DIFM and pro audiences, including general and specialty contractors. Topics exploration includes shifting preferences and project sentiments, barriers, segmentation and generational differences.
- **Channels:** Deep dive into where and how to reach home improvement audiences most effectively and efficiently. From emerging online platforms to innovative in-store strategies, the audience learns more about the places and practices that generate maximum ROI. Topic exploration includes omnichannel analysis, retail considerations, and where and why people buy at various retailers for certain products.
- **Economy/Market Dynamics:** Presentation and interpretation of the latest macroeconomic data, industry indicators, and underlying market forces. Up-to-the minute analysis enables the audience to anticipate the future of home improvement and foresee critical shifts that will shape demand. Topics of exploration include market size and growth updates, market opportunities assessment, and influence of the current political and economic climate.

- **Topics**

The Summit identified four topics of keen interest to the audience that relate to one or more of the tracks above. While the speaker proposal does not have to fall into any of these topics, speakers are encouraged to tailor the proposal to touch on one or more of the topics. Please also select one or more topics that best represents your subject matter.

- **Current events:** Whether expected or unexpected, how they shape the industry
- **Marketing and media:** The latest insights and usage as it relates to industry
- **Technology/Innovation:** What to anticipate from purchasing platforms to product design
- **Health/Environment:** How these influences continue to affect the industry
- **Other:** Any other factors that have an impact on the industry

- **Speaker Profile**

Please upload a document that contains the first name, last name, email address and role fields for all speakers who are to appear on your session. Please share as much social media information and past speaking experience as possible, including your experience as a speaker, links for prior video recordings of your presentations, etc "Speaker Qualifications" are carefully considered during selection and reviewers want to get to know the speakers as well as possible.

- **Speaker Headshot(s)**

If available, please upload a high res images of a headshot of all the speakers that will appear in your session. This will provide the necessary materials if your presentation is selected.

- **Previously Offered at the Summit**

Indicate if you have presented this session or another topic at a previous HIRI Home Improvement Summit. If so, please list the year(s) and title(s). [Options: Yes, No, Notes section]

- **Submitting Your Finished Proposal**

Once required tasks have been completed, Submit when finished. You will receive an email confirming your submission. Changes can be made to submitted proposals up until the final deadline of March 31, 2020. If changes are required, please email any changes to pheidel@hiri.org.

Presentation proposal submissions will be reviewed by HIRI's committee. Speakers will be notified by 05/01/2020.