

2023
GEORGIA
DOWNTOWN
.....★.....
CONFERENCE
CANTON, GA

CITY OF CANTON
HISTORIC DOWNTOWN

EDUCATION SESSION SUBMIT A PROPOSAL



GEORGIA
DOWNTOWN
ASSOCIATION



2023 KEY DATES

MONDAY

APRIL 3

Submissions Open

FRIDAY

APRIL 28

Submissions Due

THURSDAY

MAY 25

Acceptance Notification

MON-THURS

AUG 21-24

2023 Conference



**GEORGIA
DOWNTOWN
ASSOCIATION**

03202023

CALL FOR EDUCATION SESSION PROPOSAL

2023 Georgia Downtown Conference

AUGUST 21-24, 2023 | DOWNTOWN CANTON

CALLING ALL PRESENTERS

The 2023 Georgia Downtown Conference will be held in Downtown Canton, Georgia, August 21-24. 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 sizes.

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.

2023 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:
rcoakley@gacities.com



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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 fields. All proposals will be reviewed by a selection committee. These 60 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

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.

WHAT YOU NEED TO SUBMIT A PROPOSAL (DUE APRIL 28, 2023):

- | | |
|---|--|
| <input type="checkbox"/> Title of session | <input type="checkbox"/> One-page session outline |
| <input type="checkbox"/> Target audience (beginner, intermediate, advanced) | <input type="checkbox"/> 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 |
| <input type="checkbox"/> Session format (panel, roundtable, etc.) | <input type="checkbox"/> Submit your application to: rcoakley@gacities.com |
| <input type="checkbox"/> Learning objectives of the session | |
| <input type="checkbox"/> 50-75 word description | |



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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.

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NAME: _____

Name of Organization: _____

Email: _____ Phone: _____

Mailing Address: _____

City: _____ Zip Code: _____

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 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?

- ☐ Yes
- ☐ No

LEARNING OBJECTIVES FOR THIS SESSION:

1. _____
2. _____
3. _____

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SESSION OUTLINE (DESCRIBE YOUR SESSION IN 50-75 WORDS)

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WWW.GEORGIA DOWNTOWN ASSOCIATION.ORG

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