

# 2021 WMA Convention & Expo

## Call for Presentations – Information

### Important Information for Interested Speakers

Thank you for your interest in speaking at the 2021 WMA Convention & Expo at the Peppermill Resort Spa Casino in Reno, Nevada, October 11 – 14, 2021.

In order to consider you as a speaker for a seminar, we need to know about you, your area(s) of expertise, and your ideas for a presentation. Please complete and return the following form.

Some important items to note:

- Presenters/panelists must be WMA members.
- Whether you are accepted to speak for WMA's Convention & Expo, or not, you will be notified after the Convention Planning Committee meets.
- Please note that all presenters are required to register for the Convention.
- This form must be completed in full and returned by **March 15, 2021** to be considered for WMA's Convention & Expo in Reno, Nevada.

### About the WMA Convention & Expo

#### Who attends WMA's Conventions?

Attendees represent all segments of the industry including: community owners, managers, management companies, operators and developers of manufactured home communities in California.

#### 2019 Attendees:

- Owners ..... 40%
- Managers\* ..... 40%
- Service & Industry ..... 16%
- Other ..... 4%

#### Years Attended:

- 0-5 years ..... 40%
- 6-10 years ..... 22%
- 11-15 years ..... 10%
- 16-29 years ..... 16%
- 30+ years ..... 12%

*\*includes management companies*

Exhibitors in the Convention's Expo are Service & Industry professionals representing and servicing the manufactured housing industry. A large majority participate in the Convention seminars along with the attendees.

Presenters can generally expect a seminar audience from 50 to 175 attendees.

#### Why should you speak at WMA's Convention & Expo?

Presenting at the WMA Convention & Expo gives you the chance to speak to a vast audience. It presents a unique marketing opportunity for speakers.

Consider speaking at WMA's Convention to share your experience and expertise, increase your professional visibility, and get recognition for your knowledgeable and creative contributions to one of the leading conference programs in the manufactured housing industry.

Among the many marketing opportunities, the Convention provides speakers:

- Exposure in marketing materials including direct mail, email, web and print advertising.
- Exposure to 600 registered attendees.

### How are speakers chosen?

Presentations should expand the knowledge base of the attendee, presenting new twists on an old idea/practice, solutions to a new challenge, best practices and/or the latest technologies, applications, and new trends. Attendees should leave with knowledge, ideas, tools and know-how that will help them excel in their jobs and bring value to their communities.

All submissions will be evaluated with respect to a variety of criteria, including timeliness of topic, originality, and educational value to attendees. Other guidelines include:

- Engaging and appropriate title
- Clear and accurate description of the proposed content
- Realistic and actionable take-aways
- Practical, relevant and/or innovative content that meets the audience's needs and interests
- Experience and qualifications of the presenter(s)
- Potential to contribute to a well-balanced conference program
- Proposals of a commercial nature which promote or market particular products and/or services, will not be considered.

### What can you expect as a WMA Convention presenter?

If you are accepted for WMA's Convention & Expo you will be notified by email. Upon acceptance, you will receive additional details.

For marketing purposes, WMA reserves the right to edit the title, description, and take-aways, or reassign the topic area noted in presentation submissions. All changes will be shared with the presenter for mutual agreement.

Electronic copies of presentations and/or handouts must be submitted by **September 24, 2021** for timely duplication and shipment. Please note that all materials are shipped in advance so that I can ensure all packages have arrived prior to my own departure. Time is of essence for your materials to be submitted.

All seminar rooms at WMA's Convention have a standard room set (classroom and/or theater style) to maximize seating for attendees. There is a head table on a riser in the front of the room. All seminar rooms will have: wired lavalier microphones, power, male-to-male VGA cables, and an LCD projector with screen. **Speakers are required to provide their own PC platform laptops. Seminar rooms are NOT provided with internet access. Please note, NO MORE than FOUR presenters per seminar will be allowed.** This is for cost purposes, as well as to prevent audio feedback when there are too many microphones in one room. Keep in mind, only two seminar rooms are set up for a panel of four. Again, this is in consideration of cost factors related to audio visual.

WMA's Convention & Expo is a non-commercial forum. Under no circumstances may a presenter promote a product, service, or anything else representing monetary self-interest. Failure to comply will impact future consideration.

### What are the common reasons for non-acceptance of proposals?

- A large number of strong proposals were received, not all of which could be accepted due to timing/space considerations.
- Multiple proposals with overlapping content were received.
- The facilities at the particular meeting site may not accommodate the technical needs of the presentation.
- The proposal does not meet the goals of the meeting.
- The proposal is too narrowly focused or may not have wide appeal.
- The proposal was not submitted according to the instructions.
- The proposal was vague or did not provide enough information.
- The topic has been presented recently.
- The proposal is essentially a commercial for a business.

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## Call for Presentations – Submission Form

**PLEASE COMPLETE THESE FORMS AND RETURN YOUR COMPLETED PROPOSAL TO REGINA@WMA.ORG  
BY MARCH 15, 2021**

Please do not submit your own forms as the Committee goes through these pages together and, if necessary, compares them with other seminar proposals side by side.

<b>Contact Information</b> ALL FIELDS ARE REQUIRED. INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.	
Full Name:	
Job Title:	
Employer:	
Mailing Address:	
Phone:	(        )
Email:	
Web Site URL:	
I am a:	<div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Professional Speaker/Writer/Trainer  <input type="checkbox"/> Independent Consultant/Small Business Owner  <input type="checkbox"/> Vendor/Supplier to the Manufactured Housing Industry  <input type="checkbox"/> WMA Service &amp; Industry Member                      Category: _____                 </div> <div> <input type="checkbox"/> Owner  <input type="checkbox"/> Manager                      Please note: All speakers/presenters                      MUST be WMA members.                 </div> </div>
References:	Please provide at least two professional references (no WMA staff please):

<b>Presentation Information</b> ALL FIELDS ARE REQUIRED. INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.  IF SUBMITTING MORE THAN ONE TOPIC, YOU MUST USE A <u>SEPARATE FORM</u> FOR EACH TOPIC.	
I am available for:  <i>Select all that apply</i>	2021 WMA Convention, October 11-14, 2021 <div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> 12<sup>th</sup> in the morning    <input type="checkbox"/> 12<sup>th</sup> in the afternoon  <input type="checkbox"/> 13<sup>th</sup> in the morning    <input type="checkbox"/> 13<sup>th</sup> in the afternoon                 </div>
Proposed Title:	<div style="border: 1px solid black; height: 40px; margin-bottom: 5px;"></div> <b>PowerPoint?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
Seminar Description: (100-125 words max)	

Take-Aways:	<p><i>Note <u>at least three bullet points</u> to complete this sentence: "Following this presentation, participants will be able to..."</i></p> <p>1.</p> <p>2.</p> <p>3.</p>
Topic Category:	<div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Management or Marketing  <input type="checkbox"/> Government  <input type="checkbox"/> Legal Issues, and Risk Management  <input type="checkbox"/> Marketing  <input type="checkbox"/> Finance  <input type="checkbox"/> Community Operations </div> <div> <input type="checkbox"/> Personal and Professional Skills  (e.g., Leadership, Communication, Motivation, Work/Life Balance)  <input type="checkbox"/> Technology  <input type="checkbox"/> Trends and Cutting Edge Issues  <input type="checkbox"/> Other: _____ </div> </div>
Target Audience	<input type="checkbox"/> Owners <input type="checkbox"/> Managers <input type="checkbox"/> Other: _____
Ideal Length of Presentation:	<input type="checkbox"/> 1 hour <input type="checkbox"/> 1.5 hours <input type="checkbox"/> 2 hours Please note there are a limited number of workshops available in each time slot.
Presentation Format: (You as moderator will be responsible for gathering this information from your co-presenters or panelists and sending them all together at once to WMA.)	<input type="checkbox"/> Single Presenter <input type="checkbox"/> Co-Presenters ( <b>Maximum 4 or less</b> , including moderator); How many? _____ <input type="checkbox"/> Panel Discussion ( <b>Maximum 4 or less</b> , including moderator); How many? _____ <input type="checkbox"/> Other: _____
Demographic Audience:	<input type="checkbox"/> Early Career: Individuals, often with less than 5 years' experience, who are seeking to improve their every day job performance.  <input type="checkbox"/> Mid-Career: Individuals with typically 6-10 years' experience who are interested in more advanced concepts and approaches, industry best practices, cutting edge trends, and personal career development.  <input type="checkbox"/> Senior Leaders: Individuals with more than 10 years' experience who are interested in executive level topics and seminar formats.
Have you presented this program at another industry conference, event or chapter meeting in the last 12 months?	<input type="checkbox"/> Yes Please note Event: _____ City: _____ Date: _____ <input type="checkbox"/> No

**A maximum of 4** presenters/panelists are allowed on a seminar presentation. Two seminar rooms are set up for panels of 4. This is in consideration of audio visual cost factors. The other two are set for one to two speakers. **Once all information is gathered by moderator/facilitator, then submit to WMA.** Often a speaker will tell you WMA already has the information. Please note that most times, the information and photo we have on file is dated so ask them to submit them to you again. We want current information and photos. **Remember, presenters/panelists must be WMA members.**

Speaker Name and Bio (100 words max)	
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Speaker(s) Photo:	Please provide a photo electronically (for each speaker proposed) in <b>TIF or JPG format sized approximately 3 x 5.</b> Your image should be <b>at a very minimum of 300 dpi</b> in resolution. Email to <a href="mailto:regina@wma.org">regina@wma.org</a> .

Return this completed packet to:

**Regina Sanchez**

WMA

455 Capitol Mall, Suite 800

Sacramento, CA 95814

Or, by email [regina@wma.org](mailto:regina@wma.org)