



## 2025 Main Street Now Conference Call for Proposals

Please note that this document is for planning purposes only and that proposals must be submitted using [the online form](#) by September 6, 2024, to be considered.

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### Terms & Conditions

- The submitter agrees to serve as primary contact for the proposed session and must have a valid e-mail address that is checked regularly.
- Submitters should submit no more than three proposals. In instances where a submitter exceeds this number, only the first three will be reviewed by the committee.
- Education sessions are non-commercial. Presenters may not promote a product, service, or anything else representing monetary self-interest.
- For all accepted submissions, Main Street Now reserves the right to edit the title, description to meet our editorial standards.
- Submitters agree to respond to requests and meet deadlines set by Conference staff including, but not limited to, confirming session details, submitting presentations for upload, etc.
- By submitting a proposal, and if your session is selected, you are committing to attending the Conference, in-person, on the day on which your session is assigned.
- The schedule is determined by balancing topics and target audiences. Individual schedule requests are considered only in extreme circumstances and will not necessarily be accommodated.
- All presenters must register to attend the Main Street Now Conference. Those participating in the full conference are offered a significantly reduced registration fee (Main Street America members receive an extra discount). Those only presenting their sessions (not attending other sessions, events, etc.) may request a complimentary one-day speaker pass.
- Presenters are highly encouraged to share presentations and supplementary materials with conference attendees (for educational purposes only). Instructions will be provided.

## About Your Proposed Session

The Main Street Now Conference features cutting edge educational content that covers a wide range of topics relevant to commercial district revitalization professionals, civic leaders, board members, volunteers, and supporters of these programs.

The review committee, comprised of revitalization practitioners and experts, will be looking for sessions that touch on all aspects of the comprehensive Main Street Approach™, important emerging best practices, and innovative initiatives. All proposals should provide clear objectives detailing what attendees can expect to learn and how they can apply this knowledge to their work. Our audience is looking for practical strategies they can implement in their communities.

In line with the values of Main Street America, the Main Street Now Conference seeks to promote diversity, equity, inclusion, and accessibility through educational content. In addition to the quality of the submission, we encourage submitters to consider the diversity of their speakers, in particular with regard to race, gender, career-level, education, age, and geography. The review committee will prioritize proposals that demonstrate an intentional effort to reflect the diversity of Main Streets and communities across the country.

**Note: sessions must be non-commercial. Presenters may not promote a product, service, or anything else representing monetary self-interest. Failure to comply will affect future consideration.**

### Session Title\*

*Titles should be engaging and accurately describe your session's content in **8 words or less**.*

### Type/Length of Proposed Session\*

- 30-Minute Tactical Solutions Session
- 45-Minute Crash Course
- 75-Minute Classroom Session
- Deep Dive Session

*Successful session proposals will have a well-defined focus, use concrete examples, incorporate audience interaction, and be rooted in practical application.*

- **30-Minute Tactical Solution Sessions** should present one concept or idea in a clear, quick format. This could be a case study, product demo, or project overview.
- **45-Minute Crash Courses** are topic-specific courses that provide brief, foundational information or skill-building and should have no more than 2 presenters. If the session is a case study, ensure that the example speaks to larger trends and contains practical takeaways for participants.

- **75-Minute Classroom Sessions** give a greater breadth of information on topics, trends, or a specific case study with large-reaching relevance and broader perspectives. They should include interactive components like audience Q&A, individual reflection, partner discussion, etc.
- **Deep Dive Sessions** should be highly interactive, in-depth explorations of a topic. These workshop-style sessions can range from 90 minutes to 3 hours.

If you selected Deep Dive, what is your preferred session length?

### **Session Description** (to be printed in conference materials)\*

*Limit: 100 words*

*Provide a concise description that engages the reader to attend your session. Clearly describe in concrete terms what attendees can expect to learn and how they can implement those lessons in their own communities. **It is vital that your session description accurately matches your content.***

*Please note: If selected, this description will be included in conference materials and thus must be publication quality. We may edit for length, clarity, grammar, etc., to meet our editorial standards.*

### **About Your Proposed Session Content\***

*Limit: 250 words*

*For our internal review purposes, tell us more about the content of your session including:*

- *Proposed topic: Why is this subject relevant and timely to the Main Street Now audience?*
- *Presentation format/style: How will you engage the audience? We are particularly looking for actionable strategies and engaging presentation approaches!*
- *Please note: Our standard room setup includes theatre-style seating, podium, head table, a laptop with wired internet, projector/screen, and speakers. We have a limited capacity to accommodate custom room setup requests. Please describe any custom room set-up or logistical needs your session would require.*

### **Learning Objectives**

Three learning objectives are required for all submissions. A clear learning objective states what the session attendees will learn as a result of attending the proposed session. To write a clear learning objective, start with an action verb and connect it to an outcome of the session.

Examples: Attendees at a session will learn to...

1. Measure the impacts of a downtown placemaking project on district retailers.

2. Create an intergenerational engagement campaign.
3. Align district Transformation Strategies with development workplans.

Learning Objective 1: Attendees at this session will learn to . . .\*

Learning Objective 2: Attendees at this session will learn to . . .\*

Learning Objective 3: Attendees at this session will learn to . . .\*

Learning Objective 4: Attendees at this session will learn to . . .

A fourth learning objective is only required if you are interested in pursuing AICP Continuing Education credits for this session. See below.

**Focus Area\***

- Economic Vitality
- Design
- Promotion
- Organization

*Please indicate up to two areas of the Main Street Approach most closely aligned with your session's content and learning objectives. For more information on the Main Street Approach, visit [mainstreet.org/mainstreetapproach](http://mainstreet.org/mainstreetapproach).*

**How does your proposed content speak to issues of diversity, equity, inclusion, and accessibility in commercial district corridors across the country?**

The Main Street Now Conference seeks to promote diversity, equity, inclusion, and accessibility. The review committee will prioritize submissions that thoughtfully acknowledge and address DEIA challenges and opportunities and are reflective of [Main Street America's core values](#) regardless of the proposed topic.

**Subject Matter Level\***

- Introductory
- Intermediate
- Advanced

Please use the below definitions of each level to help guide your decision of what subject matter level your session will be:

- **Introductory** – Session content is for individuals who are new to Main Street revitalization work and is ideal for developing a solid grasp on the foundations of the Main Street Approach.
- **Intermediate** – The material covered at this session level is directed towards individuals who have some experience working in Main Streets and who are interested in gaining new knowledge or perspectives to advance their communities.
- **Advanced** – This content is considered higher-level and is geared towards individuals who have long-term experience working with Main Streets and/or have achieved the MSARP Credential or other higher-level professional education certificates or degrees.

**Audience Community Size/Demographic\***

- Small town/Rural
- Mid-sized community
- Urban or Neighborhood business district within a metropolitan area
- Applies to all

Please indicate if your session is geared towards a specific community demographic. We will use your selection to help attendees select relevant sessions in the conference schedule. If your selection is "Applies to all," be sure to include in your "About Your Proposed Content" section on how all size communities are represented in your content.

**Would you be interested in offering continuing education credits via the proposed session?\***

- No
- Yes, American Institute of Certified Planners (AICP) credits are relevant to my session.

Main Street Now offers continuing education credits to planners (AICP). If you believe your session's content is relevant to these groups, please let us know. The selection committee will make final determinations and communicate specific session needs with speakers.

## About the Speakers

Please consider broad dynamics of diversity – including but not limited to race, gender, age, ability, and education – when constructing your speakers for lineup. We've included **optional** demographic questions for each speaker below.

***Note: The submitter will serve as the sole contact for all follow-up communications and, if selected, will be responsible for communicating to other co-presenters and panelists regarding logistics and details leading up to the conference. We assume that all presenters listed on the proposal have been contacted by you, have agreed to participate, and have been advised of all terms and conditions.***

### Speaker 1\*

First Name

Last Name

Email\*

City\*

State\*

Organization/Company\*

Title\*

Age

- under 30
- 30-45
- 46-60
- over 60

Gender

- Man
- Woman
- Non-binary
- Prefer to self-describe (please specify below)

If you selected "Prefer to self-describe" above, please specify your race and ethnicity:

## Race and Ethnicity

- American Indian or Alaska Native
- Asian or South Asian
- Black or African American
- Hispanic, Latino or Latinx
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White
- Prefer to self-describe (please specify below)

If you selected "Prefer to self-describe" above, please specify your race and ethnicity:

Are you already affiliated with Main Street America?\*

- No
- Accredited or Affiliate Main Street America Program
- Coordinating Program Staff
- Allied Main Street Member
- General Member

If not, how would you describe yourself:

- Consultant
- Government Agency Staff
- Local Practitioner
- State or National Association Staff
- Expert Product Vendor
- Other

If you chose other, please specify:

**Have you presented at a Main Street conference before?\***

- Yes
- No

If so, please list the conference locations and years.

**Presenter Bio\***

Limit: 100 words Please note that this is the bio that will appear in the conference app.

**Relevant Speaking Experience\***

Limit: 500 words

Please provide a list of conference presentations, trainings, and speaking engagements that demonstrate your knowledge of the topic and public-speaking skills.

**Speaker 2**

*If you do not have any additional speakers, skip to the end of this form to submit your proposal.*

First Name

Last Name

If you do not have any additional speakers, skip to the end of this form to submit your proposal.

Email

City



State

Organization/Company

Title

Age

- under 30
- 30-45
- 46-60
- over 60

Gender

- Man
- Woman
- Non-binary
- Prefer to self-describe (please specify below)

If you selected "Prefer to self-describe" above, please specify your race and ethnicity:

Race and Ethnicity

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- Asian or South Asian
- Black or African American
- Hispanic, Latino or Latinx
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White
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- Expert Product Vendor
- Other

If you chose other, please specify:

**Have you presented at a Main Street conference before?**

- Yes
- No

If so, please list the conference locations and years.

**Presenter Bio**

Limit: 100 words Please note that this is the bio that will appear in the conference app.

**Relevant Speaking Experience**

Limit: 500 words

Please provide a list of conference presentations, trainings, and speaking engagements that demonstrate your knowledge of the topic and public-speaking skills.

**Speaker 3**

*If you do not have any additional speakers, skip to the end of this form to submit your proposal.*

First Name

Last Name

Email

City

State

Organization/Company

Title

Age

- under 30
- 30-45
- 46-60
- over 60

Gender

- Man
- Woman
- Non-binary
- Prefer to self-describe (please specify below)

If you selected "Prefer to self-describe" above, please specify your race and ethnicity:

Race and Ethnicity

- American Indian or Alaska Native
- Asian or South Asian
- Black or African American
- Hispanic, Latino or Latinx
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White
- Prefer to self-describe (please specify below)

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If not, how would you describe yourself:

- Consultant
- Government Agency Staff
- Local Practitioner
- State or National Association Staff
- Expert Product Vendor
- Other

If you chose other, please specify:

**Have you presented at a Main Street conference before?**

- Yes
- No

If so, please list the conference locations and years.

### **Presenter Bio**

Limit: 100 words Please note that this is the bio that will appear in the conference app.

### **Relevant Speaking Experience**

Limit: 500 words

Please provide a list of conference presentations, trainings, and speaking engagements that demonstrate your knowledge of the topic and public-speaking skills.

### **Speaker 4**

*If you do not have any additional speakers, skip to the end of this form to submit your proposal.*

First Name

Last Name

Email

City

State

Organization/Company

Title

Age

- under 30
- 30-45

- 46-60
- over 60

Gender

- Man
- Woman
- Non-binary
- Prefer to self-describe (please specify below)

If you selected "Prefer to self-describe" above, please specify your race and ethnicity:

Race and Ethnicity

- American Indian or Alaska Native
- Asian or South Asian
- Black or African American
- Hispanic, Latino or Latinx
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White
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- Expert Product Vendor
- Other

If you chose other, please specify:

**Have you presented at a Main Street conference before?**

- Yes
- No

If so, please list the conference locations and years.

**Presenter Bio**

Limit: 100 words Please note that this is the bio that will appear in the conference app.

**Relevant Speaking Experience**

Limit: 500 words

Please provide a list of conference presentations, trainings, and speaking engagements that demonstrate your knowledge of the topic and public-speaking skills.