



2025 Main Street Now Conference Call for Proposals – Submitter Tips

Along with our partners at Pennsylvania Downtown Center, we invite proposals for educational sessions on perennial downtown and commercial district management topics guided by the [Main Street Approach](#). We are pleased to provide these tips as a resource for individuals interested in submitting a proposal. For additional details, visit mainstreet.org/now.

- 1. Start With a Strong Title** - Choose an engaging and concise title that clearly describes your session – we recommend 8 words or less!
- 2. Stick to Your Session Description** - Attendees invest a lot of time in selecting sessions that meet their learning needs based on session descriptions, and they express disappointment when the session content doesn't match. Please take care in crafting an accurate description that gives attendees a clear idea of what to expect. If selected, you'll have an opportunity to make fine-tune edits before we publish the agenda.
- 3. Be Complete and Comprehensive** - To make your proposal more compelling, avoid saying "TBD" or including placeholder information. Provide adequate details about your session content and speakers so the review committee can understand your vision.
- 4. Think About Format** - Main Street Now Conference attendees love practical, interactive sessions. Use the "About" section to tell us how you'll deliver your content. Consider including techniques and activities you will use to engage the audience.
- 5. Skip the Commercials** - Education sessions may not be used to self-promote or sell anything. We welcome product experts and consultants, but we encourage you to focus on sharing knowledge and building skills. Consider inviting a Main Street practitioner to speak with you and demonstrate how your product/service has worked on the ground.
- 6. Quality Over Quantity** - Please only send us your top three, strongest ideas. This helps ensure top-quality session content for attendees and an enjoyable conference experience for speakers.
- 7. Be Polished** - Make sure your proposal is publication-ready by reviewing for clarity, completeness, and spelling and punctuation errors.
- 8. Don't Skip the Fine Print!** - Read the Submitter Terms and Conditions carefully – they contain helpful information about what the review committee is looking for and what to expect as a Main Street Now speaker.
- 9. Stay in the Loop** - Make sure your email address is correct and add notifications@email.submittable.com to your contacts to receive updates about your proposal.