IAAO is currently seeking conference proposals that reflect innovative, cutting-edge content that stimulates and provokes discussion, audience engagement and facilitates knowledge transfer and development of new competencies. Submissions are welcome from both seasoned professionals and those new to the profession. The intent is for the 2021 conference to be in person. If there should be a need to move to a virtual event speakers will be informed and requested to present virtually.

SUBMISSION GUIDELINES

TOPIC AREAS

PRESENTERS:
Topic areas are defined by the IAAO Body of Knowledge (BoK). The BoK is a framework for defining the key knowledge, skills, and subskills for the mass appraisal profession. Your submission should relate to one or more of these knowledge areas. Your submission can also be defined under the category of “Future Trends.”

As you consider your presentation topic, the BoK and potential topic areas are provided below and should be used as a guide for developing your potential presentation.

BUSINESS PARTNERS:
As a business partner, you are encouraged to submit presentations related to best practices. These presentations cannot be sales pitches or commercials and must include a representative from a government assessment office as a subject matter expert.

Exhibitors are also encouraged to submit presentations in the “Exhibitor Solutions” track. IAAO exhibitors may provide a submission directly related to a product or service without an accompanying jurisdiction participating. (Note: These sessions will not qualify for continuing education credit.) Costs for audio visual / technology beyond what is standard for session rooms will be the responsibility of the business partner.

PROPOSAL PROCESS + SELECTION CRITERIA

PEER REVIEW
Submissions are reviewed by the Conference Committee appointed by the 2021 IAAO President and President-Elect.

EVALUATION
All submissions are evaluated on each of the following criteria:

- Overall topic and how it relates to the assessment/appraisal profession
- Three clearly defined learning objectives
- Indication of how attendees will be able to apply information to their daily work
- Program design/interactive learning elements
- Overall quality

Submit proposals at iaao.org/Chicago

TIMELINE

NEW! Call for Presentations
Deadline: January 20, 2021

Conference Invitations to Present:
March 1, 2021

Presenter Letter of Agreements signed and submitted along with formal biographies of all presenters and a timed outline of the presentation: April 21, 2021

Session Materials* Due: August 6, 2021

Check in: 30 minutes prior to the on-site session (Hyatt Regency Chicago)

* Materials include PowerPoint/Slide Presentation and Minimum One-page Narrative / Session Summary. A link for submission will be provided.
RULES OF ENGAGEMENT

Submit presentations using the online form. Upon submitting a presentation, you will receive an automatic confirmation for your records.

Limit to two submissions. IAAO is looking for a diversity of thought. Presenters should be listed on no more than two submissions.

List the primary point of contact. The person submitting the proposal is considered the primary point of contact. This individual receives communications and is responsible for sharing information with any co-presenters.

List all presenters at the time of submission. Information needed will be name, professional designations, jurisdiction or company and email address.

Limit to the number of presenters in each session. Presenters should be limited to three in a one-hour or 90-minute session and four in a two-hour presentation.

Use clear, appropriate, error free language. Proposals require concise titles (limit of 12 words), a persuasive outcome-focused short description limited to 50 words (and suitable for publication), a longer description (limited to 200 words), three well thought out learning objectives, description of how attendees will be able to apply the information to their daily work, and a description on how you plan to engage the audience. IAAO may modify the titles and short descriptions for editing and marketing purposes.

Don’t underestimate the importance of instructional flow/design. Adult learning theory suggests that the best learning environments are the ones that are collaborative and use a problem-based approach. For example, what is the problem you are addressing? What solutions will you provide? What skills are needed?

Register for the conference. Presenter registration discounts of $200 for full conference registration may be available and will be reflected at online registration. If a presenter plans to participate only in his or her own session, registration costs may be waived. Scholarships may be available. Information will be available on the IAAO website. Funds are limited. Scholarship applicants should apply by early 2021. Other potential discounts to be available and will be reflected at online registration. Funds are limited. Scholarships may be available. Information will be available on the IAAO website. Funds are limited. Scholarship applicants should apply by early 2021. Other potential discounts to registration (e.g. exhibitor) take precedence.

Submit a final presentation. Presenters are expected to submit a slide (PowerPoint) presentation along with a minimum one-page narrative or summary of the final presentation. Longer “papers” are encouraged.

Participate in available presenter training.

All presenters must adhere to published deadlines.

Submit proposals at iaao.org/Chicago

FUTURE TRENDS

- Data Dashboards (Excel, PowerBI, Shiny, etc.)
- Future of the Assessor & Property owner interface
- Artificial Intelligence
- Drones
- Next Generation GIS/CAMA
- Cloud Based Services
- Leveraging Technology across the office
- Virtual Inspections for Data Collections
- Desktop Review—How it has become important in today’s environment
- Desk Top Review—Harness the power of data resources
- Optimizing data Collection & Maintenance
- Mobile Data Collection
- Virtual Inspections
- Resources/Tools for Collecting Market Data & Trends
- The role of GIS in property inspection
- Accurate inspections are needed for successful valuation
- AI for Valuation Accuracy
- Covid / Managing in a Pandemic
- Communicating Virtually
- Essential Workers
- Adapting Valuation Methods in response to a Pandemic
- Disaster Response Preparedness/Continuity of Operations
- Recent court decisions and legislative update
- Short term rentals (Air B&B) Legal impacts
- Highest & Best Use
- Legal Implications of the Virtual Inspections

BOK 1 WORKING WITH THE LEGAL FRAMEWORK

This Knowledge Area includes skills related to the legal basis for assessment and valuation, reassessment and reappraisal cycles, property tax base, exemptions, and taxation.

- USPAP and the assessor
- Aligning office practices with statutes and rules
- How to introduce legislative changes in your jurisdiction
- Exemptions
- Capping and assessment/tax limitations
- Ownership transfers
- Recent court decisions and legislative update
- Short term rentals (Air B&B) Legal impacts
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BOK 2 COLLECTING AND MAINTAINING PROPERTY DATA

This Knowledge Area includes skills related to managing information necessary to the valuation of property, including ownership, transfers, identification, description, and related data management.

- Cap rate development
- Accurate definition of Neighborhoods and Market areas
- Are physical inspections obsolete?
- Using drones to collect data
- Collecting Market Rates (Vacancy)
- Process to encourage submission of data
- Paper to Digital for property data
- Desktop Review—Harness the power of data resources
- Optimizing data Collection & Maintenance
- Mobile Data Collection
- Virtual Inspections
- Resources/Tools for Collecting Market Data & Trends

BOK 3 DEVELOPING AND MANAGING CADASTRAL DATA

This Knowledge Area identifies the skills required to effectively develop, manage, implement, and administer a robust Cadastral System, both digital and printed versions.

- The role of GIS in the assessment office
- Data analysis and modeling through mapping
- Value added from GIS data
- Spatial modeling
- Integrating GIS/CAMA/TAX
- 3-D Modeling at the unit level
- Establishing quality control methods
- Utilizing GIS for data visualization
- The role of GIS in property inspection
**BOK 4 APPRAISING PROPERTY**
This Knowledge Area includes skills related to discovering property, developing and reporting property value, mass appraisal and single property appraisal, using the three approaches to value, land valuation, and value reconciliation, while considering specific property types.
- Special Purpose Properties (Hotel, Hospital, Large Industrial, Golf Courses, etc)
- Housing (Affordable, subsidized, assisted living, mobile/manufactured, etc)
- Manufactured Home parks
- Minerals – Mining, drilling and fracking
- Construction Materials, class and quality
- Valuing land in built-out communities
- Modeling
- AVM’s, regression, and statistical analysis
- Personal Property (Machinery & Equipment, Aircraft, Leasehold Improvements, etc)
- Telecommunications, Cell Towers, Billboards, Lease Information
- Agriculture (Farmland, Hydroponic, Crop Rates, Tourism, Apiculture, Aquaculture, etc)
- Renewable energy (Solar, Wind, Farming, etc)
- Marijuana farms and dispensary, Hemp, CBD processing
- Identify and Analyze Relevant General, Economic and Market Data
- Short term rentals, Airbnb, Bed & Breakfast Investigating Racial Disparity

**BOK 5 LEADING AND MANAGING THE ASSESSMENT OFFICE**
This Knowledge Area is concerned with assessment administration and includes skills related to leadership and management, such as planning, organizing, directing, and controlling.
- Effective communication skills
- tools and resources for career advancement
- Recruitment / Staffing / Employee Retention
- Interns in the assessor’s office
- Improving productivity
- Effective position descriptions and performance evaluations
- Designation programs
- Employee recognition
- Staff Training & Development
- Multi-generation integration
- Succession planning
- Developing plans & goals in the Assessor Office
- Staff Motivation
- Developing quality control standards
- Leadership vs Management
- Budgeting/Financial best practices
- Developing an audit program
- Pandemic Preparation and Response
- Management Best Practices
- Developing Leadership Qualities
- Developing Diverse and Inclusive work environment
- Managing the Remote Workforce
- Managing and Influencing Office Culture
- Mentoring
- Work / Life Balance in a virtual world

**BOK 6 MANAGING COMPLAINTS AND APPEALS**
This Knowledge Area is concerned with inquiries, complaints, and valuation/assessment appeals.
- Dispute Resolution
- Appeal Litigation & Strategy
- Defending Value Single Property vs Mass
- Negotiating Value
- Using depositions to your advantage
- Preparing to be a witness
- Expanding External Education
- Educating the Trier of Fact
- Virtual / Socially Distanced Hearings
- Pandemic Response

**BOK 7 MANAGING PUBLIC RELATIONS AND COMMUNICATIONS**
This Knowledge Area focuses on communicating with the public, government stakeholders, and the media.
- Open access to public records (data transparency)
- Web based interaction with property owners/ Self Service Website
- Data Visualization
- Educate the public on the appeals process
- How to communicate to your elected officials
- Communicating with other government agencies and partners
- Communication with the Media
- Preparing Annual Reports
- Public Appearances/Interviews
- Townhalls / Community Meetings
- Freedom of Information Act
- Recruitment and Outreach (Internships)
- Addressing Racial Disparity Issues
- Advocacy of the Profession
- Communications in a Virtual World

**BOK 8 OVERSIGHT AND COMPLIANCE REVIEW**
This Knowledge Area deals with the skills necessary for audit, oversight, and compliance reviews at a macro level (i.e., State/Province/National).
- Monitoring the performance of Local Assessors and Property Tax Officials
- Set Standards and Specifications
- Ratio Studies
- Horizontal & Vertical Equity
- Auditing the Assessor
- Oversight Agency and their role in the Appeal Process
- Advocating with the Oversight Agency
- Forging Relationships with Legislators
- Assessing and Implementing Legislative Changes

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Presentations on other topics related to the BOK are encouraged.

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