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.

**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 2020 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 skills that answer the prompt “after this session, participants will be able to . . .”
- Program design / interactive learning elements
- How your topic relates to technology
- Overall quality

**TIMELINE**

- **Call for Presentations Deadline:** January 31, 2020
- **Conference Invitations to Present:** By March 1, 2020
- **Presenter Letter of Agreements Signed and Submitted along with Biographies of all Presenters:** April 17, 2020
- **Session Materials Due:** August 7, 2020
- **Check in:** 30 minutes prior to the on-site session. (Denver Convention Center location to be provided.)

*Materials include PowerPoint/Slide Presentation and Minimum One-page Narrative / Session Summary. Submit proposals at iaao.org/denver.*
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, error free language. Proposals require concise titles (limit to 12 words), a persuasive outcome-focused short description limited to 50 words (and suitable for publication), a longer description (limited to 200 words), with three well-thought-out skills that answer the prompt “after this session, participants will be able to . . .”, a description of how the session relates to technology 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 in 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 2020. 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 training. Guidance on presentation best practices and attendee inclusion will be provided prior to the conference. Presenters should plan to participate.

All presenters must adhere to published deadlines.
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. Presentation topics in this area should explain how to value:

- 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
- Land in built-out communities
- AVM’s, regression and statistical analysis aid in appraisals
- 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

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. Presentation topics in this area should explain how to value:

- Develop effective communication skills
- Use tools and resources for career advancement
- Recruit, interview hire and retain high performing employees
- Attract and use interns
- Improve productivity
- Create effective job descriptions and performance evaluations
- Designation programs
- Recognize employees
- Train and develop your staff
- Motivate staff
- Develop quality control standards

Implement agile project management methodologies

- Understand the difference between leadership vs management
- Implement budgeting/financial best practices
- Develop an audit program
- Defend value: single vs. mass appraisal

BOK 6 MANAGING COMPLAINTS AND APPEALS
This Knowledge Area is concerned with inquiries, complaints, and valuation/assessment appeals. Presentation topics in this area should explain how to:

- Handle dispute resolution
- Create an appeal Litigation & Strategy
- Defend value single property vs mass
- Negotiate value
- Use depositions to your advantage
- Prepare to be a witness
- Educate the Trier of Fact

BOK 7 MANAGING PUBLIC RELATIONS AND COMMUNICATIONS
This Knowledge Area focuses on communicating with the public, government stakeholders, and the media. Presentation topics in this area should explain how to:

- Provide open access to public records
- Create a self-service website for property owners
- Use data visualization
- Educate the public on the appeals process
- Manage Social Media
- Communicate to your elected officials
- Communicate with other government agencies and partners
- Communicate with the Media
- Prepare annual reports
- Participate in public appearances/interviews
- Conduct townhalls
- Apply Freedom of Information Act

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). Presentation topics in this area should explain how to:

- Monitor the performance of Local Assessors and Property Tax Officials
- Set Standards and Specifications
- Define and use ratio studies
- Understand horizontal & vertical equity
- Audit the Assessor
- Use the oversight agency and their role in the Appeal Process

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

Presentations on other topics related to the BOK are encouraged.

Submission forms available at iaao.org/denver