



Independent Electrical
Contractors

CALL FOR PRESENTATIONS

53rd ANNUAL IEC NATIONAL CONVENTION & ELECTRIC EXPO
Phoenix, Arizona – October 26-29, 2010

Share your knowledge of the rapidly changing electrical contracting industry by presenting an educational session at IEC's 53rd Annual Convention. Hundreds of electrical contractors and their employees representing the entire spectrum of electrical contracting services – *residential, commercial, industrial, and service* – will attend to search for practical and innovative ways to position their companies to respond successfully to new opportunities, changing market forces, and the evolving needs and preferences of customers. More than 40 educational sessions will be offered during the convention's three programming days, October 27-29.

EDUCATIONAL TRACKS

IEC's convention educational sessions, known as IEC University, are divided into educational tracks. Each presentation submission must fit into one (or more) of these tracks to be considered for a convention session.

Technical & Safety – This track focuses on issues important to field employees, including safety, Code-related requirements, and equipment operation and maintenance. Sessions in this track will often qualify for continuing education toward electrician and contractor license renewal.

Operations – These sessions are geared toward helping contractors become more successful business owners. Sessions in this track provide essential knowledge and tools to increase efficiency and safety, improve internal operations, and maximize profits. Topics relating to marketing, sales, finance, technology, and project management fit within this track.

Service – These sessions are designed specifically for contractors who want to expand their service department or are considering establishing one. Service track sessions provide essential information on customer service and selling that are critical to running a profitable service department plus insight into overhead costs and estimating techniques.

Industry Issues – These sessions focus on important issues relating to the electrical contracting industry. Sessions related to labor relations, economic and legal issues, political affairs, construction trades, general contracting, and long-term industry trends are included in this track.

Leadership – This track includes sessions on leadership training; managing foremen, electricians, apprentices, and staff; administrative tools; marketing strategies; techniques for setting and meeting business goals; providing effective training programs; and applying motivational techniques.

Chapters – This track focuses on issues important to staff and volunteer leaders of IEC's chapters, including motivating and training volunteers, legal and financial issues impacting not-for-profits, apprenticeship regulations, obtaining grants, and similar issues.

Instructors – These sessions are intended to help IEC's faculty of apprentice instructors become more effective teachers and trainers, including technical electrical issues, educational psychology, presentation techniques, and testing strategies.

SUGGESTED PRESENTATION TOPICS

The educational goal of IEC's Convention is to provide innovative, practical, applicable, and affordable ideas to owners of electrical contracting companies and their employees. While all topic proposals will be seriously considered, the following specific topics have been identified as the most relevant and will be given priority:

- alternative energy sources
- budgeting skills
- building automation
- business basics for small companies
- business strategies for medium-large electrical contractors
- communication between managers & employees
- creating & communicating a shared vision
- creating new profit centers
- electrical grounding guidelines
- estimation checks & validation techniques
- green construction
- insurance & liability issues
- keeping costs down & profits up
- labor units, factoring & codes
- low voltage systems
- managing & motivating employees & volunteers
- marketing case studies – industrial/commercial
- National Electrical Code updates & issues
- pricing service work
- project cost scheduling & tracking
- project management case studies
- providing service to commercial customers
- risk management
- safety issues & OSHA compliance & record keeping
- saving energy/increasing profits
- selling/upselling change orders
- succession planning & business valuation
- technology & electrical contracting
- understanding financial statements
- using accounting & business software
- salting and how react to union interest
- workforce development

AUDIENCE & SESSION FORMAT

The IEC Annual Convention attracts up to 1,000 contractors/owners, foremen, project managers, industry product and service providers, and management staff of electrical and communications contracting companies. The audience is diverse and includes participants who have a great deal of industry experience and knowledge.

Most educational sessions are scheduled for 90-minute time blocks with several sessions running concurrently. Since contractors tend to learn best from hands-on experience, the most successful sessions include real-world applications, case studies, and interactive discussions. Use of audio-visual aids is expected; and handouts are expected and required to be provided in advance for duplication.

FEES & EXPENSES

IEC National provides employees of IEC chapters, partners and member companies with a special convention registration speaker rate of \$395. Travel expenses are the responsibility of the member.

Non-member speakers receive complimentary convention registrations for the day(s) of their session(s), reimbursement for travel expenses (advance purchase roundtrip coach airfare or mileage, ground transportation, up to two days of meals, and up to two nights' hotel room and tax at the convention rate) upon submission of receipts within 30 days after the convention.

Professional trainers and speakers may request a fee.

TIMELINE & EVALUATION CRITERIA

Session proposals are due at IEC National by January 8, 2010, for full consideration. Proposals received after January 8 will be considered as secondary submittals and will be reviewed if programming time slots remain after the primary submittals have been scheduled.

Presenters will be notified whether their submissions have been accepted by March 31, 2010.

The Education Committee will evaluate all proposals based on the following criteria: (1) relevance to the educational tracks described above; (2) practical applicability to the IEC audience; (3) quality, innovation, and originality of the information and presentation; (4) organization and focus; (5) qualifications/reputation of presenter(s); and (6) presenter fees and expenses (if any). Sessions that appear to be "infomercials" for specific products or services will not be accepted.

SUBMISSION GUIDELINES

Each proposal must include a completed IEC Convention Presentation Application and all required information: session overview, learning objectives, session outline, and background information and credentials of the proposed presenter(s). Obtain an application from IEC National by calling 703-549-7351 or email bbaird@ieci.org.

Individuals or organizations may submit multiple proposals. When appropriate and with the permission of the presenters, IEC may combine proposals with other related submissions to create educational sessions.

SUBMISSION DEADLINE FOR PRIMARY CONSIDERATION: January 8, 2010



**Direct questions to Bob Baird at 703-549-7351
or email bbaird@ieci.org.**

Thank you for your interest in presenting a session at the 53rd Annual IEC National Convention.