# LIGHTFAIR

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## 2020

# Call for Speakers

2020 LIGHTFAIR® International Trade Show + Conference

**Las Vegas Convention Center** | Las Vegas, Nevada

**Trade Show** | May 3 – 7, 2020; **Conference** | May 5 – 7, 2020

**Submit proposals by Sept. 9, 2019, 11:59 pm EST** | lightfair.com

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# Call for Speakers

## 2020 LIGHTFAIR® International Trade Show + Conference

LIGHTFAIR International 2020 offers a collaborative platform where experts demonstrate their unique perspective to instill best practices and inspire. As the world's largest annual lighting-related conference, LIGHTFAIR provides you the opportunity to directly engage with invested individuals representing multiple disciplines and varying experience levels.

Share your expertise in design, process, application and technology to provide attendees with skills and knowledge that elevate current and future generations of professionals. Your speaking engagement will help to cultivate the collective body of knowledge that we rely on to be relevant in an ever-changing and technical field.

**Answer the call. Lead the conversation.**

As you prepare your submission, please recognize the various learning modalities, learning durations, learning levels, and target audiences you should consider as follows:

## Learning Modalities

**Experiential Learning** (3-hour minimum)
Participants are actively engaged with the session through the use of things like hands on activity, design charrette, software training, etc.

**Rapid Fire** (60 minutes)
Four presenters sharing big ideas on a related topic in a limited amount of time; allowing for a minimum of 20 minutes of Q and A.

**Panel Presentation** (90-minute minimum)
Up to four presenters delivering different views about a topic or project.

**Moderated Discussion** (90-minute minimum)
A moderated panel discussion or debate throughout the session. The session can include up to four presenters (including the moderator). The moderator's function is to pose questions to panel members to solicit perspectives.

**Tour** (3-hour minimum)
An in depth exploratory discussion and visit to a local lighting installation or significant project.

**Lecture**
Traditional engaging presentation – demonstrations, case studies, or interactive exercises are encouraged.

## Learning Durations

Proposals may be submitted for any of the following lengths:

**Pre-Conference Programs**
*An in-depth study of a topic.*
1-Day Courses
2-Day Courses
3-Hour Workshops

**Conference Sessions**
60-minute
*Up to two presenters (except for Rapid Fire)*

90-minute
*Up to four presenters*

## Learning Levels

**Foundational**
Introductory or fundamental concepts for emerging lighting professionals and/or others with minimal experience on the topic. Session builds general knowledge of the topic.

**Intermediate**
Moderate technical and/or design knowledge on the topic for attendees with some existing knowledge and at least 3-5 years of experience in the lighting industry. Session enhances knowledge and skills for use in practice.

**Advanced**
Advanced technical and/or design knowledge on the topic for attendees with significant existing proficiency and at least 7+ years of experience in the lighting industry. Session imparts expert level knowledge and skills for those already well versed with the subject matter.

**All**
General interest topic, appropriate for all levels of experience and technical knowledge.

## Target Audience

- Lighting Designer / Lighting Specifier
- Architect / Interior Designer / Landscape Architect
- Engineer
- Controls specialist / commissioning agent / systems integrator
- Manufacturer / Sales Representative
- Owner / Facility Manager / End User / IT Manager
- Researcher / Educator / Student
- Contractor / Distributor / Construction Professional
- Utility / Energy Services Company / Energy Consultants / Energy Integrator / Aggregator
- Government Official / Municipality
- Other (please specify), e.g., Health and wellness, horticulture/agriculture, or sustainability professionals

## Proposal Content Areas
Proposals for presentations are invited for content in the following tracks:

### Application & Evidence-Based Design
This track focuses on methodology, design trends, tools and insight used to enable project success in the field of lighting. Presentations should reference concepts and/or cases that illustrate the details and techniques used to achieve design goals from project concept to completion. Evidence-Based Design research and case studies are strongly encouraged.

Possible topics for presentation proposals may include:
- Healthcare applications
- Evidence-Based Design Accreditation and Certification (EDAC)
- Protecting the integrity of research-based design decisions during the engineering and construction processes
- Post occupancy evaluation (physical and human factors)
- Research to inform the product development process
- Lighting trends in specific applications (e.g., hospitality, retail, exterior, etc.)
- Case studies
- Accreditation insights (e.g., LEED, WELL Building, Living Building Challenge)
- Budgeting lighting systems

### Design Tools

This track covers the tools we as an industry may use to bring our designs to fruition. Presentations may include challenges and benefits of implementation, working examples, and interdisciplinary communication.

Possible topics for presentation proposals may include:
- Augmented & Virtual Reality
- BIM & CAD Software
- Computational Design
- Data Sharing, collaboration software, and synchronization
- Daylight Modeling
- Demonstrations and physical mockups
- Emerging Software
- Lighting Calculations
- Lighting Details & Sketches
- Luminaire development software
- Misinterpretation and Over-reliance on design tools
- Mobile 3D Scanning
- Parametric Modeling
- Rendering
- Supply Chain Management
- Spreadsheets & Databases
- Visualization

## Proposal Content Areas (cont.)
Proposals for presentations are invited for content in the following tracks:

**Human Experience + Environment**
This track will explore the influence of lighting on the human experience and the environment.

Possible topics for presentation proposals may include:
- The influence of light and color on circadian entrainment and physiology
- The influence of light and color on behavior and perception
- Global and cultural differences in lighting needs and preferences
- Application and community specific lighting (e.g., healthcare, seniors, schools, animal habitats- zoos, aquariums, research facilities)
- Dark-sky compliance and strategies
- Impact of lighting on the natural environment (e.g., flora and fauna)
- Balancing humans desires and environmental needs.
- Sustainable product design and manufacturing practices
- Natural light (e.g., skylight, sunlight, firelight, moonlight)
- Biophillic lighting approaches
- Questioning the criteria
- Light and sustainable agriculture
- Glare and visual comfort

**Innovation + Process**
This track will explore sources of inspiration that inform the design process along with technology development.  What sparks your creativity? How has this inspiration been translated into your projects, products, and/or company culture? What keeps you professionally inspired?

Possible topics for presentation proposals may include:
- Light art installations and projection and pixel mapping
- Festivals, civic lighting programs
- Multi-media collaboration, and team dynamics
- Sources of inspiration (e.g., poetry, music, photography, theater, nature)
- Ground-breaking project examples and creative solutions
- Unique materials and techniques
- Radical product design
- Idea generation and concept development
- Successes, failures, insights

## Proposal Content Areas (cont.)
Proposals for presentations are invited for content in the following tracks:

### Professional Practice
The focus of this track is the development and evolution of professional strategies. Topics may be inspired by leadership and participation within individual practices, companies, or our industry as a whole.

Possible topics for presentation proposals may include:
- Branding, marketing and identity
- Contracts and negotiation
- Design and intellectual property
- Client empathy and education
- Employment, recruitment and retention
- Financial processes
- Industry dynamics, networking and collaboration
- Liability and insurance
- Navigating regulations and codes
- Product development and licensing
- Professional development and certifications
- Sales and ethics
- Specification and design integrity
- Stewardship and responsibility
- Work/life balance

### Technology & Integration
This track focuses on the design and specification of components and software that advance technology in the lighting industry, in addition to the implementation and interoperation of lighting, building and connected systems.

Possible topics for presentation proposals may include:
- Standards and ratings for LEDs
- Wired/Wireless lighting control protocols-pros and cons
- Improvements in luminaire Design and Materials
- Light source, drivers & power supply update
- Product safety testing and labeling
- Installation and commissioning
- Sensor and device management
- Integrated lighting controls and energy Management systems
- Interrelated active and/or passive technologies (e.g., daylighting, natural ventilation and photovoltaics)
- Networking of franchise or campus installations
- Utility demand response programs and Advanced Metering Infrastructure (AMI)
- Interpreting and managing BIG data
- Enhancing safety, security and first responder support through lighting-based connectivity
- Creating smart cities, case studies or research on IoT applications
- Proactive maintenance

## Recommendations for Potential Speakers

**Title**
Craft a title that best describes the objective and content of the session. This is first and best opportunity to grab the attention of your potential audience – it should be engaging, but succinct.

**100-Word Course Description**
Now that you have the audience's interest, based on your title, it is time to pull them in further with a fresh, multilayered experience. This statement is your opportunity to express your passion for the topic and convince the Conference Advisory Committee (CAC) of its value to the overall conference program.

**Learning Objectives**
Learning Objectives are a promise to the audience of what they will take away from the session. They also allow the CAC to evaluate the depth and breadth of the proposed session. These objectives should be specific and indicate the value exchange between the speaker and the attendees' time. Objectives should take into account that the audience may be experienced beyond the anticipated course level.

**About You**
Your personal description establishes your unique viability as a speaker and content expert. Information presented should be specific to why you are suited to present this session, including your experience/education, and past speaking experience. It would also be helpful to the CAC to understand your approach and philosophy on presenting.

*It is acceptable, but not required to submit a brief presentation video to the CAC to establish speaker capabilities.*

**Course Description (Long)**
This supports the brief description and the learning objectives. It further delves into the how and why of the session, explaining how the presentation will be structured –
• presentation approach
• audience interaction
• depth of topic information
• speaker/panel composition
• room configuration
• prerequisites (if applicable)

## Compensation

**60-Minute Courses**
one speaker $500 / two $350 each

**90-Minute Courses**
one speaker $750 / two or more $375 each

**3-Hour Workshops**
one speaker $875 / two or more $450 each

**1-Day Courses**
one speaker $1750 / two or more $900 each

All speakers will receive a 3-Day Conference Package (does not include free admittance to Pre-Conference courses) and one complimentary hotel night per course day for out-of-town speakers. Travel and incidentals not covered.

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