



# Content Development Guidelines for IIBEC's Annual Convention and Building Enclosure Symposium

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Dear Author/Presenter:

IIBEC strives to provide high-quality education to the building enclosure profession and industry. We believe education is the key to advancing the profession.

Those who are selected to present are an important part of our efforts to educate and inform professionals in the building enclosure industry. These guidelines were created to ensure the quality and consistency of educational content presented at IIBEC's signature events.

If you have any questions, please contact the IIBEC education staff: [education@iibec.org](mailto:education@iibec.org).

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## FAQ's

**1. Who retains ownership of the content material(s)?**

The author/presenter retains ownership of their developed content and media.

**2. Can I submit/present my finalized content materials to other industry events for publication and/or presentation?**

All submitted abstracts, papers, presentations, and assessment questions must be original to the author and not previously published or presented, nor scheduled for publication or presentation prior to the event in any other publication or venue.

**3. What is the abstract review process?**

Submitted abstracts are blindly reviewed by the designated IIBEC committee to evaluate the content and applicability to the goals for each event. Submitters will be notified as to acceptance or rejection.

**4. Can I offer AIA LU/HSW Credit for my presentation after the event?**

Please refer to [AIA Standards for AIA Continuing Education Services \(CES\) Providers](#) for more information.

**5. Can I offer IIBEC CEH Credit for my presentation once the event is over?**

Please contact the Education Department [education@iibec.org](mailto:education@iibec.org) for further information.

**6. Why is it important to make sure that I have permission to use someone else's media/content [figure, photo, graph, etc.]?**

Unless the content is in the public domain, someone who uses the content [figure, photo, graph, etc.] without permission and/or attribution may be liable for copyright infringement.

[Please refer to Appendix II – Sample Content Media Release](#)

**7. Why are there assessment questions?**

The assessment questions are utilized for all on-demand content on IIBEC's online learning platform; and provide the learner with remediation for incorrect answers and reinforcement for correct answers.

**8. What is the proper way to write a Learning Objective?**

[Please refer to Appendix III – How to Write a Learning Objective for more information.](#)

# 1.0 General Guidelines

It is expected that each selected author/presenter will adhere to [IIBEC's Code of Ethics and Code of Conduct](#).

## 1.1 Abstract Selection

Submitted abstracts are blindly reviewed by the designated IIBEC committee to evaluate the content and applicability to the goals for each event. Submitters will be notified as to acceptance or rejection. Should an abstract be selected for presentation at an IIBEC event, session content should adhere to the contents of the abstract. No significant deviations from the data, conclusions, or other important aspects of the abstract should be made within the session content developed.

The Committee may consider the following when selecting the education sessions including, educational needs, target audience, author/presenter experience within the designated industry, and prior participation in other IIBEC educational events.

It is the responsibility of the individual(s) submitting the abstract to notify and obtain consent from any/all owner(s)/client(s)/employer(s), and/or any additional required party (if applicable) that an abstract is being submitted for consideration of a presentation at an IIBEC event.

Portions of abstracts that are accepted for presentation may be used in advertising and promotion for the event.

## 1.2 Abstract Components

Specific requirements are outlined within the abstract form. In general, the following components are required:

- **Proposed session knowledge level:** The level of the proposed session should be indicated as either introductory, intermediate, or advanced. Intermediate- and advanced-knowledge level sessions should include language to define recommended prerequisite knowledge.
- **IIBEC Core Competency tag(s):** Each proposed session must include the appropriate IIBEC Core Competency topic tag(s) as required during the abstract submission process.
- **Abstract/Description:** A description of the proposed session, limited to 200 words, provides an overview of the topic(s) covered and the intended audience.

**Learning Objectives:** It is required to include a minimum of four (4)-specific learning objectives written using the SMART format (specific, measurable, attainable, relevant, time-bound). Please refer Appendix II – How to Write a Learning Objective for more details.

## 1.3 Session Content

In general, IIBEC event session content consists of the following required components:

- **Paper:** Please refer to section 2.2 Papers for additional information.
- **PowerPoint Presentation:** The presentation template will be provided by IIBEC to the author/presenter.
- **Assessment Questions:** Assessment questions must be authored for each session. The required number of assessment questions, as well as the writing guidelines and template(s), will be communicated to the author/presenter.

All submitted abstracts, papers, presentations, and assessment questions must be original to the author and not previously published or presented, nor scheduled for publication or presentation prior to the event in any other publication or venue.

Submitted session content must be all-encompassing; any/all graphics, diagrams, and images/photos including videos must be embedded within the content at the time of submission. Any/all templates provided by IIBEC must be utilized during the content submission and technical/peer review process.

## 1.4 Permissions, Approvals, and Notifications

The author/presenter is responsible for obtaining from stakeholders—including employers, clients, and/or owners—any/all approvals/permissions or licenses, including but not limited to any media such as videos, figures, photographs, or tables that are not the original work of the author/presenter.

After the content has been edited, reviewed by the author, and finalized, alterations may not be made.

## 1.5 Bias

IIBEC specifically prohibits the tailoring of session content to be biased toward any entity in which the author/presenter represents or is employed or of any individual or group.

Advertising or promoting products or services, including the use of company/product logos in session content or during an IIBEC presentation is prohibited. For additional information about product demos during IIBEC events, please contact the IIBEC marketing department.

## 1.6 Publication Rights and Copyright

The Author/Presenter retains ownership of their developed content and media. The author/presenter shall own the copyright of all materials provided for or created by the author/presenter for the Event except materials specifically created solely for IIBEC's use or materials incorporating IIBEC's intellectual property.

In consideration of publication by IIBEC of the presentation, the abstract/paper, article, and/or recording, and/or assessment questions, and for other good and valuable consideration, the author/presenter agrees to grant, and hereby grant, to IIBEC a non-exclusive, royalty-free perpetual license to utilize all presentation materials including the author/presenter's name and the biographical information.

- The author/presenter may provide approved handouts. Please refer to section 2.5 for more information.

## 1.7 Video and Audio Recording

IIBEC reserves the right to record the presentation/session during the live event. Audio and/or video recordings of presentations made for an IIBEC event may be subsequently published in IIBEC publications and/or platforms. Authors/presenters will be provided access to the attendee recordings package.

It is IIBEC's goal to provide recorded educational presentations as is without edits on IIBEC's online learning platform. However, in unique circumstances, which are related strictly to the content that is identified by either IIBEC staff, the respective committee, and/or the presenter, edits may be necessary. If the identified content-related edits are deemed necessary, the presenter will be notified via email ten (10) days in advance of such modification being made to the video. The presenter will have three (3) days to review the edited presentation and to provide a response.

## 1.8 Deadlines

IIBEC will communicate all deadlines for submission of the session content and required documentation.

## 1.9 Presenter Withdrawal

Once the abstract has been accepted, IIBEC anticipates the presenter will be available for the presentation in person at the event and that the author/presenter will adhere to all session content submission deadlines and requirements.

In the situation of an emergency that would prohibit an individual from participating as a presenter at an IIBEC event, the presenter is required to contact IIBEC education staff immediately. Proposed replacement presenter(s) must be approved by IIBEC.

## 1.10 Cancellations

IIBEC reserves the right to immediately remove the author/presenter from the program/event at their discretion including, but not limited to the below:

- Failure to adhere to the [IIBEC Code of Ethics](#) and/or [IIBEC Events Code of Conduct](#).
- Failure to adhere to stated deadlines and/or guidelines.
- Copyright, trademark, or privacy rights violations.
- Technical inaccuracies in any session content.
- Any content or media containing any unlawful, defamatory, discriminatory, or inappropriate material.

Should the author/presenter be removed from the program/event, IIBEC will not assume any financial liability for any expenses incurred.

## 2.0 Session Content Guidelines

### 2.1 Author/Presenter Biographies and Headshots

It is the responsibility of the abstract submitter(s) to communicate to IIBEC the roles of all individuals involved in the event.

All authors/presenters are required to submit a biography and headshot.

The biography should be no more than 100 words. After a name, credentials should be in the following order: IIBEC fellowship (F-IIBEC), IIBEC credentials (e.g., RRO, RRC), degrees (PhD only), licenses (PE, PEng), other professional credentials (e.g., LEED AP, CDT), and fellowships. The prefix Dr. is not to be listed unless it notes a medical license. Periods do not appear in abbreviations of academic degrees. Credentials may be shortened in publication due to spacing constraints.

It is up to the primary session author/presenter to notify IIBEC of any and all additional session content authors or presenters. All content authors and session presenters are required to submit biographical information and headshots via the abstract submission process.

### 2.2 Papers

- Title: The title of the paper must match the title of the presentation. *No exceptions.*
- Authors: List *all* authors in the byline. A full author list must be provided at the time of submission. Additional authors will not be accepted after submission.
- Abstract: Proceedings containing papers presented at this conference will be produced from the manuscripts received from authors. Abstract length should not exceed 200 words. The abstract should present a concise statement of the scope, principal findings, and conclusions of the paper.
- Paper Length: Papers should be no more than 2,500 (exclusive of abstract, author bios,



and captions) words with a maximum of 10 images/photos embedded into the paper. Figures include photos, illustrations, or graphics, but not tables. Only papers that are peer-reviewed and presented will be included in the conference proceedings—no abstract-only submissions nor standalone PowerPoint presentations.

- High-resolution (300 dpi) versions of these figures must be submitted as attachments and appropriately labeled for possible future publication.

## 2.2.A Paper Formatting Instructions

- Point size and font: 12-point Times New Roman type is required for text, captions, and author contact information. Italics, bold, and bold italics may be used.
- Layout: Single-spaced throughout and should be included in this order:
  - Title (Must match the title of the presentation.)
  - Author(s)
  - Abstract
  - Body of Paper
  - Conclusions
  - References
- Margins: *See Appendix I for details.*

## 2.2.B References

The reference styles are based on the *Chicago Manual of Style*. Instead of using the author-date system, however, we number the references. When citing references within the text, use superscript numerals.

References not cited in the body of the text should not be listed. This means that documents should not include categories such as additional references or suggested references.

The references section at the end of a paper should list references in the order in which they appear in the text (not alphabetically). Along this vein, citations should appear in the text in numerical order. For example, an author may cite references 1, 2, 3, and 4 in the text but should not jump to citing reference 7 after reference 4. That reference should be cited as reference 5. It is acceptable, however, for an author to cite a previous reference that is out of order. For example, an author might already have cited references 1 through 13 and then repeat citation 7 before citing reference 14 later in the text.

If a specific publication is cited in a sentence, the citation appears directly after the name of the publication, the author(s) name(s), the mention of the survey or research report, etc. If there is no direct reference to these items, the citation goes at the end of the sentence.

Citations follow punctuation, except for a dash. There is no space after the comma(s) that separate multiple references. En dash is used for a series of citations.

***Please see Appendix I below for examples.***

## 2.3 Session Presentations

Event sessions are required to include time for participants and presenters to engage in Q&A. IIBEC will communicate the duration of the Q&A portion of the event session, and any specific guidelines regarding the Q&A portion of the session that presenters will need to accommodate.

If it is the intent to utilize a special software/application within the session/presentation, contact IIBEC's Education Team to discuss at least 90 days prior to the presentation event date. It is not guaranteed that IIBEC will be able to accommodate special requests.

An IIBEC PowerPoint template will be provided. The font, colors, and overall design of the introduction and title page may not be altered in any way. The IIBEC Event logo must be displayed on a majority of the slides (65% of the total slides), using the same placement as provided in the template.

Refer to the provided PowerPoint template for specific requirements. In general, note the following specifications:

- The presenter's company name may be noted on the title slide; however, no other company name(s) advertising, company/product logos, or promotion of products or services may be referenced during the presentation, in text, image, or verbally.
- The title and learning objectives in the presentation must match exactly the final title and learning objectives that were submitted and approved by IIBEC.
- If using a slide with a graph, chart, photo, or illustration, it is acceptable to use one of the plain backgrounds provided in the master slide set.
- The entire presentation size should not exceed more than 1 GB.
- Any/all media (images, video, figures, etc.) utilized in the presentation is considered part of the session content and must be included when submitting the presentation for staff & committee review. Any video(s) utilized must be embedded into the presentation and are not to exceed the 1 GB file size limitation.

## 2.4 Assessment Questions

A required template and question-writing guidelines will be provided to the author/presenter.

Please note the following specifications:

- In general, 10 questions are required for sessions that are one hour in duration. The specific number of questions required for each session will be communicated to the author/presenter.
- Assessment questions must be written in adherence to the guidelines and submitted using the provided template.
- Assessment questions are a component of the session content/submitted materials

for the session, and therefore, the assessment questions are part of the content review process (technical and editorial) that is established for the event and may be published by IIBEC.

## 2.5 Literature and Handouts

Copies of presentation slides are not provided by IIBEC to event attendees in any format.

Should the author/presenter intend to provide a handout such as a PDF copy of their presentation slides, reference document, or any other supplemental educational materials to event attendees, materials must be submitted to IIBEC at the time of paper submission for review and approval for distribution. If approved to distribute, obtaining/providing copies of the supplemental materials is the responsibility of the author/presenter.

## 2.6 Compensation

It is a policy of IIBEC not to provide any compensation to authors/presenters. The author/presenter will receive a complimentary registration for the event. The author/presenter is responsible for all associated travel expenses.

## 2.7 Author/Presenter Continuing Education Credit

The following is a breakdown of IIBEC's CEH credit eligibility:

Authoring	6
Authoring without paper (i.e. PowerPoint/ assessment questions)	3
Speaking	2

# APPENDIX I – Paper Formatting

## Margin Settings

Margins Letter (8.5 x 11 in.) A4 (210 x 297 mm)

Top, first page only 1.50 in. 51 mm

Top 1.00 in. 34 mm

Bottom 1.00 in. 34 mm

Left 1.38 in. 32 mm

Right 1.38 in. 32 mm

## Photos, Figures, and Tables

All photos, figures, and tables must fit within the above margin settings and should be understandable when printed in black and white. Do not use only color as a distinguishing feature. Use symbols or patterns on line and bar graphs to identify lines and columns. Landscape orientation is acceptable.

Photo and figure titles go below each photo/figure. Table titles go above each table. Number figures and tables consecutively.

## Equations

Equations must be embedded in the text and numbered when they are referred to more than once.

## References (sample)

ASCE (2014). *Minimum Design Loads for Buildings and Other Structures*, Standard ASCE/SEI 7-10. Third printing. American Society of Civil Engineers (ASCE), Reston, VA.

Burka, L. P. (1993). "A hypertext history of multi-user dimensions." *MUD history*, (Dec. 5, 2013).

Committee on Curtain Wall Systems (2014). *Curtain Wall Systems: A Primer*, ASCE Manuals and Reports on Engineering Practice No. 126. Memari, Ali M., ed. ASCE, Reston, VA.

Dhillon, G. S., Surinder K., Ajila C.M., Brar, S. K., Verma, M., Tyagi, R.D., and Surampalli, R. Y. (2013). "Greenhouse Gas Contribution on Climate Change." Chapter 3 in *Climate Change Modeling, Mitigation, and Adaptation*, Rao Y. Surampalli, Tian C. Zhang, C.S.P. Ojha, B. Gurjar, R.D. Tyagi, and S.M. Kao, eds. ASCE, Reston, VA, 26-61.

Garrett, D. L. (2003). "Coupled analysis of floating production systems." *Proc., Int. Symp. on Deep Mooring Systems*, ASCE, Reston, VA, 152-167. Singh, V. P. (2014). *Entropy Theory in Hydraulic Engineering: An Introduction*. ASCE Press. ASCE, Reston, VA.

Stahl, D. C., Wolfe, R. W., and Begel, M. (2004). "Improved analysis of timber rivet connections." *J. Struct. Eng.*, 130(8), 1272-1279.

Zhou, H. and Attard, T. (2014). "Simplified Anisotropic Plasticity Model for Analyzing the Postyield Behavior of Cold-Formed Sheet-Metal Shear Panel Structures." *J. Struct. Eng.*, 10.1061/(ASCE)ST.1943-541X.0001152, 04014185.

## APPENDIX II – Content Media Sample Release Form

Dear [Rightsholder]:

I am currently preparing to submit an abstract to the International Institute of Building Enclosure Consultants (IIBEC), titled [name of presentation], to present at their [year] [event]. I would like to use your [figure, photo, graph, etc.] within my presentation/content. The presentation will be delivered in person and may be recorded, reproduced, promoted, or sold to aid IIBEC in its goal to educate professionals in the building enclosure industry.

I am seeking your permission to make use of [*figure, photo, graph, etc.*] for educational purposes as described above.

Should you grant permission, the following media credit line will accompany your [figure, photo, graph, etc.] in the presentation/content: [*figure, photo, graph, etc.*] *courtesy of [Rightsholder]*.

Please **confirm** or **decline** your permission for your [figure, photo, graph, etc.] to be utilized in my presentation/content by selecting one of the below options:

Yes, I grant [author/presenter] permission to utilize my [figure, photo, graph, etc.] within their presentation/content for IIBEC which may be used in the above manner.

No, I do not grant [author/presenter] permission to utilize my [figure, photo, graph, etc.] within their presentation/content.

I look forward to hearing from you.

[Date]

[Name and address of Rightsholder]

Sincerely,

[Author/presenter]

---

Rightsholder Signature

---

Date

## APPENDIX III – How to Write a Learning Objective

**Learning Objectives: Provide at least 4 specific learning objectives.**

1. Be sure to utilize the SMART format when writing your objectives:
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound
2. Utilize *measurable* verbs (restate, discuss, explain, recognize, etc.) vs. non-measurable (know, learn, understand, etc.)

**Example:**

**X** Know about types of roof materials. (*not written utilizing the SMART format or a measurable verb*)

**✓** At the end of this educational activity, the learner will be able to list the four main types of residential property roofing materials utilized in North America. (*utilizes the SMART format & and a measurable verb: list*)

**At the end of this educational activity, the learner will be able to:**

- 1.
- 2.
- 3.
- 4.

(5.)-optional