Call for

Presentations

The 2003 American Institute of Architects
National Convention
San Diego • May 8 – 10, 2003

**The AIA invites you to submit a
presentation proposal for the 2003 AIA
National Convention in San Diego,
California**

Design matters! Knowledgeable and eloquent
individuals willing to share their expertise and
real-world experiences are invited to submit
presentation proposals for the 135th annual
convention.

Time Line

June 17, 2002
Proposals must be received
by 5:00 p.m. ET

September 30, 2002
Selection results sent to proposal
writers

January 2003
Convention Guide with descriptions
published

March 10, 2003
Handout materials and A/V requests
due at the AIA

May 8-10, 2003
AIA National Convention in San Diego

Annual Call

The Institute's annual convention is an important
part of the AIA's mission to empower its
members and inspire creation of a better built
environment through a culture of innovation. This
three-day conference provides a self-directed,
facilitated learning environment with education
sessions, product and technology exhibits,
collegial networking opportunities, and tours.
Education sessions focus on current issues,
practices, and professional challenges facing
architects, designers, educators, and allied
professionals in the building industry.

The AIA expects 18,000 attendees at San Diego
2003. Traditionally, more than 60 percent are AIA
members or building industry professionals—a
highly motivated and professional audience. In
addition, many convention education sessions are
offered as distance learning opportunities and
broadcast via the Internet, reaching many beyond
the conference audience.

This is an invaluable opportunity to maximize
your exposure! AIA members must fulfill
continuing education requirements for
membership. Add to that the trend toward
mandatory continuing education for state
licensure and the presenter's role becomes more
important. Many architects hold an average of
four state licenses, so AIA members and non-
members alike will attend to gain valuable
information and earn educational credit.

Complete information about this year's
convention in Charlotte is available at
www.aia.org.

2003 Theme

As architects, we feel in our hearts that design matters! But feeling is not enough. Not in an age when knowledge is currency. We must be able to prove to our clients and the public that design matters.

The poetry of our work inspires those who use the spaces we design. It elevates the human spirit. The proof of our work is the positive difference design makes in how children learn, patients heal, workers produce, justice is disposed, and whether or not communities thrive.

Our challenge is to learn how design wields its magic and then communicate its value -- how it speaks to the heart and to the mind, its poetry and its proof. The future of our profession depends on our ability to make a positive and compelling case that design matters.

San Diego 2003

The American Institute of Architects invites you to be a part of this celebration of the poetry and exploration of the proof of architecture at the 2003 National Convention in San Diego. As a presenter, you will have an exceptional opportunity to promote the beauty of architecture and contribute to the growing body of evidence confirming its power. Younger members of firms will especially appreciate this unique opportunity to discover what lies ahead. Everyone who has a stake in shaping a preferred future for our profession--the design and construction industry, clients, and the public we serve--will want to come to San Diego to celebrate how design matters.

The Speaker's Advantage

Speakers who are selected will have the opportunity to gain visibility and enhance their leadership role within the profession as they share their expertise. Your name and company's name will appear in over 100,000 convention guides plus handouts from your seminar will be posted on the AIA's website, increasing your exposure to a much wider audience. Additionally, several programs each year are selected to be produced as distance education programs for AIA eClassroom.

Finally, AIA-member presenters will earn learning units (LUs) toward meeting their AIA/CES membership requirement for either the learning acquired while preparing materials or the actual presentation.

Presenters will be required to submit a master copy of the handout materials in a camera-ready hard copy, as well as electronic format (email or 3½" high-density diskette). The handout deadline is March 10, 2003.

Before you submit, please be aware of all deadlines listed on the front of the Call, the reimbursement policy, and submission requirements.

The Evaluation Process

Proposals will be evaluated through the following criteria:
- Well-defined proposal focus
- Overall quality and potential to contribute to a well-balanced convention program
- Relevance to the profession
- Practical applications of materials or ideas
- Timeliness of topic
- Experience of speaker(s)

Successful proposals offer programs that make professional, educational contributions to the Institute and its members. Programs may not sell, promote, or pitch any specific product or service, and the content must contribute to the continuing education needs of architects, be relevant to a changing profession, and contribute to the body of knowledge of architecture.

Program proposals must be received by 5:00 p.m. eastern time on June 17, 2002. Final selections will be made in August, and the proposal's contact person will be notified of the outcome in September.

Presentation Formats

There are three types of presentation formats: 90-minute seminars, 3.75-hour (half-day) workshops and 7.5-hour (full-day) workshops. The majority of the sessions at convention are 90-minute concurrent seminars with theater-style room set-up. These are offered in seven early morning to late afternoon time slots over the three days of the convention. Workshops are only offered on the day before the convention begins. Audience size for all sessions ranges from 100-500 participants with varying experience levels. Do not submit a proposal unless you are able to present on any day of the convention. Consider the following popular formats and methods when designing and describing your presentation:

Short Lectures—Use a short lecture at the session's start to generate discussion, or provide a series of short lectures, each followed by discussion.

Case Studies—A favorite among architects, this format presents facts, problems, and/or data with questions to generate discussion and solutions.

Graphic Presentations—Videotape, film, computer display, PowerPoint, etc., may be used as the basis of discussion. Please note: attendee evaluations indicate extensive reliance on PowerPoint can erode the quality of a presentation.

Panel Presentations—Series of short lectures or a Q&A segment coordinated by a moderator.

Speakers

The number of speakers is limited to no more than three for a 90-minute seminar, no more than four for a half-day workshop, and no more than five for a full-day workshop. Fewer speakers in each time frame is both acceptable and preferred.

Contact the proposed speakers to confirm their willingness to present the selected topic and advise them of the expense reimbursement policy should the proposal be accepted. Choose proficient speakers who are experts in the field and can effectively communicate their message to a variety of audiences. Speakers should discuss their topics before the session to eliminate duplication.

Session Manager

Identify a session manager who will coordinate session logistics. This person will be responsible for ensuring the room is properly arranged and in working order, introduce the topic and speakers, operate audiovisual equipment, and facilitate question and answer periods. Choose a manager who handles large audiences well and is able to encourage questions. A speaker may serve as both manager and/or moderator. Session managers who are not also speakers will receive complimentary convention registration only.

Speaker Expenses

Speakers receive complimentary convention registration ($165/$265 member/nonmember value), which does *not* include workshops, special events, tours, or other activities for which additional fees are required. Per diem reimbursement is provided for the day of the presentation and may be used toward hotel, food, or ground transportation expenses. A modest travel allowance is provided to help defray airfare for speakers. The travel allowance will not fully cover convention expenses, but rather alleviate the cost for the speaker. It is essential that you make sure all invited speakers are aware of this reimbursement policy in advance. In addition, speakers are responsible for all expenses incurred in their presentation's development. Persons added to panels following the selection process will not be funded. Individuals requiring full financial support should not apply.

AIA Membership

Presenters are not required to be architects. However, presenters who are practicing architects and who qualify must be AIA members in order to speak.

Submitting Your Proposal

All proposals must be submitted electronically (diskette or email) in a Microsoft Word97/Windows98 compatible format. Confirmations will be sent within one week of receipt. To send via email, attach your proposal file and send it to *callforpresentations@aia.org* with "2003 proposal" in the subject line. A 3½" high-density diskette is acceptable, but email is preferred. A provider (individual, company, association, etc.) is limited to submitting a maximum of three proposals. Proposals that fail to meet all guidelines will be disqualified. Proposals must include the following:

1. Track
Select one of the following four categories for your presentation: **clients and partnering, business and education, delivery and processes** or **design services and research**. Descriptions are found in the box to the right. These convention education tracks are based on key practice topics as outlined in the 13th edition of *The Architect's Handbook of Professional Practice*.

Submissions containing content that falls outside these tracks are also encouraged. Indicate "other" on the submission, and it will be evaluated with equal consideration. Do not submit your proposal under different/multiple tracks, as duplicate proposals will be disqualified.

2. Title
Provide a short, benefits-oriented title (six to eight words).

3. Program Summary
Should your program be selected, this 50-word-or-less description will be published with the learning objectives (below) in the Convention Guide to promote your session.

4. Program Abstract
Used in the evaluation process, this 200-word program/presentation summary must specify how the program relates to the track, the learning that will occur, and the benefits to those who will attend.

Clients and Partnering
- Understanding Clients: understanding client nature and values.
- Clients and Change: how clients respond to change and managing change in client facilities.
- How Clients Choose Architects: how client values affect architect selection and client approaches to architect selection.
- How Architects Choose Clients: identifying target markets and client-centered marketing.
- Working with Clients: client communications, meeting client needs, building client relationships, and focusing on service.
- Innovative Partnerships: How collaborative strategies in the public and private sectors can impact projects, institutions, communities and a changing society.

Business and Education
- Firm Planning: firm identity and expertise, strategic planning, ownership transition, starting a firm, ethics, and peer review.
- Marketing and Outreach: marketing planning and strategies, seeking projects, public relations, and public service and community involvement.
- Financial: financial systems, planning, and financial health.
- Human Resources: managing people, recruiting and hiring, staff development, terminations, layoffs, and performance.
- Educational: Mentoring, professional enrichment, in-house curricula, retooling, higher ed collaboration, corporate universities, documenting and disseminating knowledge.

Delivery and Process
- Delivery Methods and Compensation: project delivery options, services and compensation.
- Contracts and Agreements: client agreements, project teams, construction agreements, intellectual property, and AIA documents.
- Risk Management: strategies, insurance coverage, managing disputes, and quality management.
- Technology and Information Systems: information management, computer technology in practice, documents production, and Internet use in practice.
- Project Management: project teams, project operations, controls, scheduling, and construction cost management.
- Regulation: legal dimensions of practice, regulating practice, community development controls, and building codes.
- Process: integrating multiple strategies, teaming, workplace innovation, collaborative approaches.

Design Services and Research
- Planning and Predesign: defining services, programming, research services, site analysis, strategic facility planning, and zoning processing.
- Design and Construction: accessibility compliance, building design, code compliance, construction documentation, construction contract administration, construction management, design-build services, energy analysis and design, historic preservation, interior design, seismic analysis, and sustainable design.
- Operations and Maintenance: commissioning, energy monitoring, facility management, indoor air quality consulting, and post-occupancy evaluation.
- Research: in-house programs for R&D, case studies, field applications, funding strategies, role as change agents.

5. Learning Objectives
List three to five learning objectives (or outcomes) for session participants, specifically what they will be able to do as a result of participating in your session. (For example, "Participants will diagram, list, analyze, develop, etc…" or "Participants will be able to identify, calculate, apply, etc…")

6. Program Format and Length
Indicate instructional techniques to be used in your session and state the optimum time needed (90 minutes, half- or full day).

7. Health, Safety, and Welfare (HSW)
Indicate if the subject matter qualifies for HSW credits. A minimum of 75 percent of the program's content must relate to one or more of applicable subject areas, including (but not limited to) accessibility, building design, codes, energy efficiency, materials and systems, preservation, building security, structural issues, sustainable design, etc. A compilation of HSW subject areas is available from the AIA's Continuing Education Department (visit *www.aia.org*).

8. Experience Level
Specify Entry, Intermediate, or Advanced to indicate the experience level of the intended audience.

9. Speaker(s)
List all session presenters, including title, company or firm, professional affiliations, full mailing address, telephone, facsimile, email address, and at least 2 speaking references. Describe each person's speaking experience (name of the event and a reference) and expertise with the particular seminar topic. Include a brief biographical narrative (200-word maximum) for each speaker—do not send full résumés. This requirement is extremely important, and failure to provide complete information in the stated format will result in disqualification.

10. Session Manager
Identify the session manager—either one of the listed speakers, a moderator, or a representative from the session provider—who will be responsible for the session on site.

11. Provider
Identify the provider—the party responsible for the educational content/quality of the session (firm, company, component, school, government agency, PIA, etc.)—to be listed in the Convention Guide.

12. Sign Your Submission
All proposals must be signed and include your complete printed name. If your signature cannot be submitted electronically, fax it to the number provided below. The signature designates who will be notified following the selection process and who is responsible for communicating with the other panelists. Additionally, your signature indicates your agreement to follow AIA submission guidelines and meet deadlines for preparation and delivery of convention session(s). If your address is not included elsewhere in the proposal, include it here.

Increase Your Chances of Being Selected

- Submit a topic that relates to the convention theme, is innovative, cutting-edge and/or represents best practices
- Use clear, concise language
- Don't make your session a sales pitch for a product, publication or company
- Provide all the information (items 1-12) requested

Mailing Address

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Questions

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Deadline

Proposals must be received by June 17, 2002 via email to *callforpresentations@aia.org*