

VALUE-BASED NEGOTIATING OF A-E SERVICES:



Thursday 3 October 2002
The Engineering Society of Baltimore
Garrett-Jacobs Mansion
11 West Mount Vernon Place,
Baltimore, Maryland 21201

THE HEART ISSUE OF QBS

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Maryland Qualifications Based Selection Council
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Maryland Chapter American Society of Landscape Architects
Maryland Chapter American Society of Interior Design

INFO.

Conference information - Richard Berich, PE, Chairman 410/265-9500
Arnold J. Prima, Jr., FAIA, Executive Director 301/656-8062
Graphic Design - CSD - Cochran, Stephenson, Donkervoet

CONFERENCE PROGRAM: THE QBS CONCEPT

- 8:00 AM – 8:50 AM Registration, Breakfast & Introductions**
8:50 AM – 9:15 AM Overview: Negotiating Issues
9:15 AM – 10:15 AM Roundtable Discussion: Defining "Value"
 What clients most value in design professional firms
 Client expectations and potential benefits
- 10:15 AM – 10:45 AM Selecting Design Professionals, Screening Clients**
 What to look for when selecting design professionals and screening clients
- 10:45 AM – 12:00 PM The Negotiating Process**
 Successful negotiations: Keys to effective contracts
 Negotiating dynamics and role-playing exercises
 Position-based Vs: Issue-based Dynamics
 collaborative, competitive, compromising, avoiding
 Who should negotiate on behalf of client and design professional: Managing risk, liabilities, damages and contract changes
 Change orders, redesign, alternates, contingencies
 Defining the design professional's scope of services
 Identifying expanded services
 Barriers and pitfalls to effective negotiating
 Preparing for a negotiation: Research, goals and concerns, expectations, establishing budgets, agreement terms, scope of services, constraints, work effort, strategy and other crucial elements.
- 12:00 PM – 1:00 PM Lunch and Speaker**
1:00 PM – 2:15 PM Negotiating Pricing of Services
 When should price be discussed?
 Downside of competing based on fees
 How to determine reasonable fees: Client's & Design Professional Perspective
 Safeguards for clients: "How do we know if we're paying too much?"
 Methods for pricing services: Cost-based, market-based, value-based, performance-based
 Strategies for reaching fee agreements
- 2:15 PM – 2:45 PM Innovative Negotiating Case Studies**
 Determining site, project and contract scope by multiple design studies
 Design competitions with compensation
- 2:45 PM – 3:00PM Wrap Up, Lessons Learned**

PRESENTING

The Maryland QBS Council presents it's Third Professional Services Conference for Government Officials & Private Sector Clients and the A/E Design and Construction Industry Community of Maryland, Virginia and the District of Columbia. This year's conference presents, explores and explains proven negotiating techniques and methods to help clients select and negotiate contracts with design professionals in order to achieve highly successful results.

REGISTRATION FORM

TO REGISTER: Make checks payable to: MD QBS COUNCIL and mail with completed registration form to:
Phillip W. Worrall, AIA, Treasurer, MD QBS Council c/o
GWWO'H 800 Wyman Park Drive # 300
Baltimore, Maryland 21211

The Maryland Qualifications Based Selection Council
VALUE-BASED NEGOTIATING OF A-E SERVICES:
THE HEART ISSUE OF QBS
Conference, Breakfast and Lunch

Gov't Clients: \$75.00X ____ (# of People) = _____
 Design Firms \$150.00X ____ (# of People) = _____
 Total \$ _____

Names (s) Please Print: _____

Organization: _____

Address: _____

City _____ Zip: _____

Phone: _____

Email: _____

Continuing Education Credits: AIA MEMBERS: FIVE (5) HSW

AIA Member # _____

SPEAKERS

At the request of the Maryland QBS Council, this Value-Based Negotiating program was developed and will be moderated by Michael Strogoff, AIA, one of the nations leading experts in negotiating client-design professional agreements. Mr. Strogoff is also publisher of Negotiating Strategies, a monthly newsletter providing essential negotiating information pertaining to the architectural and engineering professions. He will be joined by the following client agency officials:

- Michael R. Sullivan Deputy Program Manager,
Pentagon Renovation Program
 David Mayhew, AIA Director of Architecture, Engineering and
Construction, Towson University
 Bob Douglass, PE Director, Woodrow Wilson Bridge Project,
State Hwy Administration, MD DOT
 Bill Gluck, PE Chief, Project Management
and Design Division
 Bill Ryals, PE Contracts, Baltimore Corps of Engineers
 Lunch Speaker: Honorable Martin O'Malley
Mayor of Baltimore (invited)