

Call for Presentations

The 2004 American Institute of Architects
National Convention
Chicago • June 10-12, 2004

**The AIA invites you to submit a
presentation proposal for the 2004 AIA
National Convention in Chicago, Illinois.**

Knowledgeable and articulate individuals willing to share their expertise and real-world experiences are invited to submit presentation proposals for the 136th annual convention.

Time Line

June 13, 2003, 5 p.m. ET

Deadline for proposals submitted by e-mail

June 20, 2003, 5 p.m. ET

Deadline for proposals submitted online

September 30, 2003

Selection results sent to submitters

January 2004

Convention Guide with descriptions published

April 5, 2004

Handout materials and A/V requests due at the AIA

June 10-12, 2004

AIA National Convention in Chicago

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 Chicago 2004. 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 growing 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 San Diego is available at www.aia.org.

2004 Theme

Chicago! Learn. Celebrate. Dream.

Come to Chicago! *Learn* current practices and trends in the profession from the design community and colleagues. *Celebrate* the beauty and response of past and present design solutions. *Dream* of applying knowledge gained to fresh challenges. As architects, we recognize that an ever expanding knowledge base is a constant. If we are to avoid obsolescence and maintain a competitive advantage, we owe it to ourselves, our clients and the profession to keep current and relevant. New realities such as economics, function, environmental health, and security demand innovative solutions. In this time of specialization, insecurity and contradiction, we are challenged to a design process *call to action* in transforming communities and the human experience for the better.

Chicago 2004

The American Institute of Architects invites you to *Learn. Celebrate. Dream.* about architecture's contributions - past, present and future - to the well-being of community and of the larger society. As a presenter, you will have an extraordinary opportunity to contribute to the rich, complex and multi-disciplinary knowledge that fuels the design profession.

Those with a stake in the future of our profession – design and construction, clients and the public – seek the tools to transform vision into action. With a focus on dynamic learning, leadership, problem solving, strategic planning and decision-making, the AIA Convention programs will explore such matters as:

- How can we as architects broaden our influence?
- How can we more effectively use our visionary skills to improve the quality of the human experience?
- What models can assist us in this quest?

Long recognized as a preeminent city for architecture, Chicago is a living urban laboratory and an exceptional learning venue. Come and join us for what promises to be a meaningful and valuable experience.

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.

The Evaluation and Selection Process

Proposals will be evaluated using 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 must 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. Do not submit a proposal unless you are able to present on any day of the convention.

The individual who submitted the proposal will be notified of the selection results in September. No more than three proposals will be selected for presentation from any one Provider.

Presentation Formats

There are three types of presentations:

- 90-minute seminars
- Half-day workshops
- Full-day workshops

The majority of the sessions at the convention are 90-minute concurrent seminars. 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 50-600 participants with varying experience levels. 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**—Video, 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.

Classrooms

Each classroom will have a head table and podium and will be set up classroom style (rows of tables and chairs) for pre-convention workshops and theater style (rows of chairs) for seminars.

Seminar Materials

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, 3½" high-density diskette, or 100MB zip disk). The handout deadline will be April 5, 2004.

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 are 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.

Speaker Expenses

Speakers receive complimentary convention registration (\$185/\$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 alleviates 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.

NEW SUBMISSION PROCESS FOR 2004!

Proposals for the 2004 convention can be submitted online at www.aiaconvention.com. This new submission method will allow you to submit the appropriate information in a timely manner and, if necessary, to return to your proposal before the deadline to make revisions. Step-by-step instructions will be found at the above-referenced website which will be open to accept proposals from May 1 through June 20.

If you prefer, you may submit your proposal via e-mail, as in the past. To send via email, attach your proposal as an MS Word file and send it to callforpresentations@aia.org with "2004 proposal" in the subject line.

Do not submit the same proposal using both submission methods. Choose one or the other.

Proposals submitted online will be accepted until 5:00 p.m. (Eastern Time), **June 20, 2003**. Proposals submitted by e-mail will be accepted until 5:00 p.m. (Eastern Time) on **June 13, 2003**.

Proposals that fail to meet all guidelines may be disqualified.

Proposals must include the following:

1. Track

The tracks offer opportunities to share and deliver information to your fellow professionals. They reflect the structure and content of *The Architect's Handbook of Professional Practice*, 13th Edition and promote a dynamic expansion and creation of knowledge that enrich the profession. In submitting your proposal, please select the track that you think best represents the content category. Please do not submit your proposal under different tracks, as duplicate proposals will be disqualified. The tracks, used for organizing the educational programs can be found in the box to the right.

Submissions containing content that falls outside these tracks are also encouraged. Indicate "other" on the submission, and it will be evaluated with equal consideration.

2. Title

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

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.
- Getting Clients: how architects choose clients, identifying target markets and client-centered marketing.
- Working with Clients: client communications, meeting client needs, building client relationships, maintaining long term 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 Planning

- Firm Planning: firm identity and expertise, strategic planning, ownership transition, starting a firm, 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.
- Ethics: recognizing and meeting the general ethical obligations to the public, the client, the profession, and to colleagues.

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 copyright, and AIA contract documents - particularly A201, B141, and recently updated or new documents families.
- Malpractice and 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 and Services

- Planning and Pre-design: 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.

The Profession of Architecture

- Trends: emerging social, economic, environmental, strategic, diversity, leadership, expanded practice, and "hot topic" issues affecting design, practice and the profession of architecture.
- Research: applied and theoretical research on in-house programs for R&D, case studies, field applications, funding strategies, role as change agents.
- Education: professional enrichment, retooling, in-house curricula, corporate universities, higher education collaboration, mentoring.
- Best Practices: documenting and disseminating knowledge about architectural practice and the profession of architecture.

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.

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 be able to develop a marketing plan...")

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, and email address. Describe each person's speaking experience at previous AIA National Conventions and other events (name of the event and a reference). Include a brief biographical narrative (250-word maximum) for each speaker including expertise with the particular seminar topic. Do not send full résumés. This requirement is extremely important, and failure to provide complete information in the stated format may result in disqualification.

10. 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.

11. Submitter Information

Provide the name, address, phone number and e-mail address of the person who submitted the proposal. This is the individual who will be notified following the selection process and who will be responsible for communicating with the other panelists.

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
- Offer your program at an advanced level.
- Name all of your panelists. Do not leave the reviewers guessing who will be speaking.
- Don't make your session a sales pitch for a product, publication or company. This is not a sales opportunity.
- Provide all the information requested

Questions

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Deadlines

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Proposals submitted via e-mail will be accepted until 5:00 p.m. (Eastern Time), **June 13, 2003**. Send to callforpresentations@aia.org.