



AIA
Conference
on Architecture
2018

Call for Proposals

Thanks for your interest in the A'18 call for proposals. This document outlines the submission and review process and includes answers to frequently asked questions. Please review this document before you submit your final proposal.

Email education@conferenceonarchitecture.com if you have additional questions.

Overview

WHO SHOULD SUBMIT THE PROPOSAL?

The primary speaker must submit any proposals for A'18 education sessions. We'll evaluate their expertise as the primary speaker, among other factors, during phase 2. The primary speaker can designate a session organizer to serve as the primary contact with AIA.

EDUCATION CURRICULUM

Our curricular framework guides the strategy behind education sessions and helps us deliver high-value content on in-demand topics. This is where you come in. We're looking for submissions in specific topic areas, on emerging trends in practice and the industry, content that attendees can't get elsewhere, and sessions that are appropriate for different knowledge levels and use various delivery formats (see below for details).

THE REVIEW PROCESS

All proposals go through a two-phase peer review process and are reviewed by subject matter experts in architecture and design.

PHASE I (BLIND REVIEW)

The deliverables:

Submit your abstract, session description, and planned learner engagement for each proposed A'18 session.

- **Description:** Highlight what makes yours a “must attend” session and include key details about what attendees will learn. If your proposal advances to phase 2, you'll have an opportunity to update the description based on feedback from phase 1. If your session is accepted, this content will be used to market your session to attendees (max 75 words).
- **Abstract:** In a few brief sentences, summarize your session and your thesis. Be sure to mention new or emerging trends and highlight the essential points and/or attendee takeaways (max 150 words).
- **Learner engagement:** Explain how you'll use adult learning principles and techniques to engage your audience. Provide examples of what you plan to do.



Peer review:

Proposals are rated, ranked, and selected based on how your proposed session plans to:

- highlight innovative projects and emerging trends in architecture and design
- demonstrate highly relevant content
- engage audiences and encourage participation using adult learning techniques

Proposals selected during phase 1 will move to phase 2. We'll contact all submitters with a status update at the end of phase 1.

PHASE 2

The deliverables:

Provide learner outcomes, speaker expertise, and post-conference value to attendees:

- Post-conference value: Describe the impact your session will have on attendees' future business decisions.
- Learner outcomes: Describe what attendees will be able to do after attending your presentation.

Peer review:

Proposals are rated, ranked, and selected based on these criteria:

- Strong learner outcomes
- Speaker qualifications and expertise
- Post-conference value to attendees

Phase 1 deliverables (ScoreCard fields)

OVERVIEW

Phase 1 is a blind review. During this phase, our review panel will mainly be assessing the topic, its relevance, and how it will be delivered to the audience in the format specified. No speaker details should be entered anywhere in the Title, Session Abstract, Description, or the Learning Engagement sections. We'll ask you to provide speaker details during phase 2.

REQUIREMENTS

Title:

The title you entered to begin your submission will appear in this field (10 words max). You may edit the title or continue to the Abstract Details page. AIA reserves the right to edit and adjust the title to meet AIA/CES requirements. Once a proposal is accepted, session titles may not be changed except by AIA.

Session type:

Select your session's length. Include time needed for audience engagement and Q&A (subject to change as we finalize the conference schedule).

- 60-minute seminar
- 60-minute moderated panel



- 90-minute seminar
- 90-moderated panel
- Half-day workshop (Wednesday only)
- Full-day workshop (Wednesday only)

Core competencies:

Your proposal should fit within one of the three core competencies listed below. Please select the competency that best fits your proposal.

- **Design:** The deliberate act of improving the human experience through creativity deployed towards a specific goal. It includes defining the problem, conceptualizing the solution, and collaborating with clients and partners to realize the vision. Design may include the evolution of a project, site considerations, design development, post-occupancy evaluation, and the aesthetics, functional aspect, purpose, or workings of a building.
- **Practice:** The business processes, procedures, and policies related to running a firm or a project. This includes project delivery systems, contracts, agreements, intellectual property, ethics and risk management, finance, human resources, firm culture, and other topics as practiced within firms, corporations, government agencies, and other organizations.
- **Building Science:** Focuses on technology and methods in building design and construction. This includes efficient operations, sustainability, systems integration, materials, and methods that contribute to more efficient construction processes and/or building operations.

Topics:

Your proposal should relate to at least one of the following topics. Please select the topic that best fits your proposal.

- **Accessibility and inclusive design:** Good design should meet the needs of all people regardless of age, abilities, or disabilities. Whether it is accessible design (meeting specific scoping and technical requirements) or inclusive design (a broader design process going beyond codes and regulations), this topic covers the design, products, services, implementation, and regulations that create integrated environments that are open and welcoming to all. Ideal session topics include accessibility regulations, best practice examples of design and implementation for inclusive diversity, and design thinking and/or process.
- **Business of architecture:** Architecture firms are businesses, and all businesses can find ways to continuously improve. We can learn how to increase our efficiency, enhance our practices, and contribute to raising the bottom line from colleagues, competitors, and practitioners in other fields. Ideal session topics include profitable new practice models, successful business strategies, and business management and development.
- **Design for health:** Our built environment significantly impacts our health. This topic focuses on sustainable design processes, tools, and strategies that intentionally promote physical, social, and mental well-being across many scales including buildings, neighborhoods, and entire cities. Ideal session topics include health impact assessments, health-focused rating systems (i.e. Fitwel, Living Building Challenge, WELL), and case studies.

- **Education facilities:** How we design of schools and other education facilities contributes to the health of building occupants and enhances learning in the classroom. This topic explores state-of-the-art concepts in designing and building these critical facilities.
- **Energy:** With the built environment representing nearly 40% of US energy use, architects can make a significant positive impact on climate change reduction and energy expenditures for decades to come. From deep energy retrofits to net positive buildings and district-scale solutions, we're looking for impactful solutions that are at the cutting edge of project performance or transforming firm culture.
- **Global:** Today, architects have greater access to projects and job opportunities in global markets. This topic covers opportunities, challenges, and best practices in expanding practice abroad, and how to do so with sensitivity and respect to diverse local contexts including historical, cultural, and environmental.
- **Health care facilities:** Health care facility design has the power to improve clinical outcomes, safety, operations, and more. This topic focuses on the practice of architecture related to health care facilities, i.e., buildings or portions of buildings in which medical, dental, psychiatric, rehabilitative, surgical, and/or veterinary care is provided.
- **Leadership:** For our profession to stay valid and relevant, we need everyday champions to lead the way. Ideal session topics include examples of leadership best practices and skills development to help shape and prepare future leaders in the profession.
- **Materials:** Harnessing the evolving body of knowledge about how materials impact the environment, carbon, human health, and wellness is integral to improving the craft, science, and art of architecture. Ideal session topics include tools to help choose the best building products, best practices for minimizing negative consequences, and design ideas.
- **Preservation:** The architectural heritage of our planet is increasingly in danger of being lost. Ideal session topics include examples and best practices related to how architects identify, understand, and preserve this architectural heritage, both nationally and internationally.
- **Residential:** This topic covers new trends and best practices in residential architecture.
- **Research:** In this period of profound social, technological, and environmental challenge, we require new knowledge and innovative practices acquired through reliable research. And while architects continually engage in research at a project-level, they need empirically-based approaches that yield transferable conclusions. Ideal sessions include strategies, best practices, and advancements of research into practice and new research innovations and discoveries applicable to design and construction.
- **Resilience:** Aging infrastructure and natural disasters currently result in unacceptable losses of life and property, and these risks are compounded by climate change, environmental degradation, and population growth. Proposed sessions should demonstrate how architects create more resilient and adaptable communities through analysis, contemporary planning, materials selection, design techniques, or construction practices. Ideal session topics include hazard mitigation, climate adaptation, community resilience, future-proofing, participatory design, etc.

- **Sustainability:** Architects must consider building performance and long-term impact to the environment now and for future generations. Ideal session topics include green building, material and resource efficiency, natural and reusable material use, waste conservation, biophilia, adaptive reuse, design for deconstruction, net-zero design, etc.
- **Technology:** Technology is one of the biggest driving forces behind change in the architecture profession. Learning the latest technology tools and resources is key to staying ahead. Ideal sessions in this topic include how to deploy new technologies as well as their impact on the practice of architecture.
- **Urban planning and design:** Urban planning and design takes the design concept beyond individual buildings and applies it to entire neighborhoods. This system focuses on high levels of walkability, a sense of place, and social cohesion. It encourages strategies that conserve resources, protect natural areas, and facilitate connections to the surrounding community.

Delivery style:

To deliver engaging and interactive learning, AIA will give preference to proposals that promote audience participation and engagement over lecture-style and/or one-way panel presentations. Your delivery style should fit within one of the following options:

- Lecture with Q&A
- Peer-to-peer discussions
- Panel discussion with audience participation
- Small group breakouts
- Hands-on participation or demonstration

Session description:

Provide a summary that tells attendees what your session is about and what they'll gain from attending. Highlight key takeaways and what makes yours a must attend session. If approved, this content will be published in the schedule and on the conference website (75 words max).

Abstract:

Provide the thesis or main idea for your proposal and discuss the value proposition for the audience; you should leverage innovative trends and ideas from the AEC industry. This is what the peer reviewers will use to better understand the session that you're proposing. Phase 1 is a blind peer review. Please do not include any speaker, firm, or project names in phase 1. You'll have an opportunity to update this section later if your proposal moves to phase 2.

Learner engagement:

Describe how you plan to engage the audience and support learning outcomes, as well as the tools or techniques you'll use to keep attendees engaged during your session.

Content level:

Select the minimum knowledge level required to optimally participate in your session.

- **Introductory (awareness):** The material presented in introductory level sessions is most beneficial to learners who are new to a skill or an attribute. Learners at this level are often at an entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the area.
- **Intermediate (ability):** The material presented in intermediate level sessions builds on introductory knowledge and is most appropriate for learners with detailed knowledge in an area. Learners at this level typically hold a mid-level position within an organization and have operational or supervisory responsibilities, or both.
- **Advanced (expertise):** The material presented in advanced level sessions is most useful for individuals with mastery of the topic. This level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. Advanced level programs are often appropriate for seasoned professionals within an organization; however, sessions at this level also may benefit other professionals with specialized knowledge in a subject area.

Phase 2 deliverables (ScoreCard fields)

REQUIREMENTS

Speakers:

A proposal should feature architecture and design professionals or business leaders as speakers. Complete the contact information for every speaker. The primary speaker should include speaking experience and describe his or her subject matter expertise. See below for speaker limits by session type.

- **60-minute session:** Limited to three (3) speakers including the session organizer if that person is also speaking.
- **60-minute moderated panel:** Limited to three (3) speakers and one (1) moderator. This includes the session organizer if that person is also speaking or moderating. Individual presentations should last no longer than 5 minutes each before moving into a moderated discussion.
- **90-minute session:** Limited to three (3) speakers including the session organizer if that person is also speaking.
- **90-minute moderated panel:** Limited to three speakers (3) with one (1) moderator. This includes the session organizer if that person is also speaking or moderating. Individual presentations should last no longer than 5 minutes each before moving into a moderated discussion.
- **Half-day workshop:** Limited to four (4) speakers including the workshop organizer if that person is also speaking.
- **Full-day Workshop:** Limited to five (5) speakers including the workshop organizer if that person is also speaking.

Additional contributors and session organizers who are not speakers at your session are not eligible for speaker benefits.

Please note each individual speaker can participate in up to 2 sessions at A'18. Please confirm your proposed speakers' commitment at the conference prior to submitting their names for your session(s).



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Speaker benefits:

The conference speaker benefits may change in 2018 and beyond to align with industry best practices. A'18 speakers will receive benefit details upon acceptance into the education program.

Roles:

Please select the appropriate roles for each person who is part of your session.

- Primary speaker: This person submits the proposal and is vetted with the topic through the peer review process. This person is expected to lead the session. All speakers must complete the required tasks to be included in the conference program.
- Speakers: Individuals who are presenting or speaking during the session. (Confirm all speakers before including them on your list of proposed speakers.)
- Session organizer: The session organizer is the liaison between the session speakers and AIA. Session organizers are responsible for circulating conference information to session speakers and notifying AIA of changes in speakers and speaker contact information. Identify whether your session organizer is also a speaker; if yes, this person must complete all required speaker tasks.
- Moderator: Moderators are expected to lead the panel discussion and must complete the required speaker tasks.
- Panelist: Individuals who are participating on your panel. All panelists must complete the required speaker tasks.



Please provide all requested background and experience details for speakers to facilitate the review process.

Updated session description:

You'll have an opportunity to update the session summary to incorporate feedback from phase I. This information is also important to the final evaluation of your proposal. If your proposal is accepted, the content entered in this field will be used as the course description in the final program (100 words max).

Learner outcomes:

In this section, we are looking for measurable results that detail what attendees will be able to do after attending your presentation. Please list four measurable outcomes. Proposals will not be considered without valid learner outcomes.

Learner outcomes are best expressed by using active verbs such as: Identify, discover, practice, describe, chart, define, list, etc. For example: "By the end of this presentation, participants will be able to identify key skills needed to influence change."

Post-conference value:

Describe the impact your session will have on attendees' business decisions upon their return to the office. This refers to your session's return on investment for attendees.

Supporting materials:

You may upload optional supporting materials (max 5 pages) to help the review committee better understand your proposed session including a sample presentation deck, white paper, supporting photos or images, the primary speaker's CV, etc. Do not submit additional speakers.

Keywords and target audience:

Attendees will be able to search for programs by keywords. You may provide up to three keywords that can be tagged as metadata for your session. In addition, you may also identify a specific target audience(s) for your program. Both questions are optional and are not mandatory in order to complete your proposal.