

ASLA Field Session Planning Parameters

ASLA 2018 Annual Meeting and Expo – October 19-22, 2018
Pennsylvania Convention Center

All proposed field sessions must be submitted through the annual Call for Presentations and will be reviewed and vetted by the Annual Meeting Education Advisory Committee (AMEAC) and national staff.

The host chapter leads the field session submission process. Be sure to contact the Pennsylvania-Delaware Chapter of ASLA to let them know you are submitting a field session.

Field sessions begin with 50-60 minutes of classroom instruction followed by a field experience. Classroom instruction may take place at the convention center or on location. The classroom instruction portion ensures that participants meet the Landscape Architecture Continuing Education System (LA CES) criteria for earning Professional Development Hours (PDH). As such, field sessions should not promote specific brands or companies.

Field sessions should be planned to accommodate at least 50 attendees (based on the average capacity of a motor coach). Please remember that this is a large scale event with approximately 6,500 total attendees. Field sessions should reflect this scope of planning.

All field sessions will take place on Friday, October 19, 2018.

All field sessions **must initiate from and conclude at the convention center** to streamline operations and ensure that attendees are scanned for PDH tracking.

Field sessions may begin as early as 7:30 am and must return to the convention center by 5:00 pm.

Field session driving distances should not exceed 90 minutes from the convention center.

If your field session is a biking experience, it must include a classroom component before departing to ensure professional development requirements are met.

Once the timing and pricing is set for a field session, the lineup and food options cannot be changed.

Vendors used to provide field session services (caterers, equipment rentals etc.) must be able to accept credit cards.

Caterers/restaurants must have liability insurance, food service license and health department permit. Caterer must be able to deliver foods to the exact location of where the lunch is taking place.

Carefully plan for the logistics of getting from one place to another. Remember that rush hours, road construction projects, and local events such as parades/political rallies/sporting events can affect travel times. Ensure there are restrooms along the route. Allow 15 minutes each time attendees board and disembark the bus.

Walking and biking trips should be marketed as such so that people understand they must be able to keep up with the group.

Field Session Co-Leaders, Speakers, and Attendants Roles

Each **field session** will have two leaders, who must be ASLA members and reside in the metro region of the meeting.

Session leaders will design and develop the classroom presentation and field experience, recruit additional speakers as necessary, enter all information into the Call for Presentations online tool, and be responsible for the development of all details.

Field session leaders will receive a complimentary full registration to the annual meeting. ASLA will not provide more than two registrations per field session.



Field session leaders will need to recruit two Attendants for each event, who will help them manage the attendees on the day of the event. The field session attendants will receive a complimentary ticket to the field session (but not a complimentary meeting registration).

Field session leaders cannot negotiate or sign any contracts, or make any financial commitments. Field session leaders will be expected to compile preliminary research on costs related to catering, space rental, admission fees, special transportation (boat, bicycle, metro fare cards, etc.), and submit that information to ASLA staff, who will finalize arrangements and sign any applicable contracts.

Here are some questions to consider as you develop a field session for submission:

Transportation:

Will this session need to begin in a room at the convention center before departing?

In addition to the 2 co-leaders and the 2 attendants, how many speakers are expected to travel with the group?

Is it feasible to move a group of your size via the method you've chosen?

Will each location have parking for a 55 passenger bus?

Where will attendees be dropped off and picked up?

When developing your timeline have you factored in 15 minutes for getting on and off of the bus (or bike/ public transportation) at each stop?

Will there be security checks/lines at any of the stops?

Do you need a DVD player on the bus?

Do you need a microphone on the bus?

If the field session is a walking tour, what is the backup plan for inclement weather?

If the field session uses public transportation, what is the backup plan if public transit is not running that day?

Catering/lunch:

Can the lunch location accommodate a group your size with a reserved section?

Lunch on your own options: are there a few lunch options in close proximity to each other, with varying price points?

Does the lunch location have parking for up to a 55 passenger bus?

Do they accept credit cards?

On what date will the lunch location need confirmation of the number of attendees?

Who is the contact for lunch catering/reservations that ASLA national staff will need to contact?