

AIA-PROSeries Call for Speakers

The American Institute of Architects is seeking speakers (*moderators and panelists*) for its inaugural AIA-PROSeries Program to be launched at AIA Convention 2016 in Philadelphia, PA.

The AIA-PROSeries will consist of three special 2 hour continuing education sessions, one each day of convention, that will be designed to explore topics related to the business of architecture, discusses challenges that seasoned architects face, and provide innovative strategies for business practices. AIA-PROSeries speakers will discuss the challenges they faced of particular projects, provide insights on trends in the industry and project types, and share best practices as well as address major questions or obstacles around the topics of discussion in a more in-depth format than the typical 60 minute convention seminars.

To make this three-part AIA-PROSeries program a success from the outset we are looking for experienced architects and the other building industry professionals that they collaborate with on projects. These may include their clients, contractors, project managers and owner's representatives. We are looking for speakers with diverse background and practices, who are excellent presenters and public speakers.

To help organize the program, AIA Staff and volunteers will work with the panelists and moderators to develop the content that best suits the program's goals and can deliver high valued learning to member attendees. Each session will be 2.5 hours long with a designed 30 minute recess mid-way. Content must be consistent across the break as the attendees are expected to return for the second half with renewed interest for more.

Program Overview

The AIA-PROSeries program content will cover three unique topics presented over three separate days at Convention:

I. The Power of Collaboration

- a. Date and Time:
 - i. Thursday May 19, 2016 – 2:00 PM to 4:30 PM
- b. Content
 - i. How collaboration yielded greater results.
 - ii. Best practices in project collaboration.
 - ☐ How was project marketed
 - ☐ What were the contractual relationships between parties
 - ☐ How was the architectural work accomplished through Collaboration
 - ☐ How is credit for the project shared
 - iii. Project: Inspiring design solutions, incorporating non-traditional project delivery methods, and relative to our current social issues. A project with a completed post-occupancy evaluation and related metrics.
- c. Format:

- i. Moderated Panel – This session is not about making individual presentations. We are seeking a lively discussion with experienced speakers who can engage the audience.
 - ii. Incorporate audience interaction and engagement in the discussion in a meaningful way beyond just a Q&A session at the end.
- d. Speakers:
 - i. We are looking for a group of speakers who worked together on a common design and building project and can bring their unique stories of collaboration to the discussion. In lieu of an open call for speakers here, we are reaching out to the Committee on Education and the Academy for Architecture for Justice to see if these KC's can help identify strong candidates for this program.
 - ii. Panelists Option A:
 - ☐ CAE: We're looking for a medium sized public or private education project in the Philadelphia/Pennsylvania area (CM/GC or Design/Build project)
 - Local architect, design architect, general contractor, school district representation, end-user (teacher, principal, etc.)
 - ii. Panelists Option B:
 - ☐ AAJ: Courthouse – We're looking for a medium sized courthouse or city hall type project in the Philadelphia/Pennsylvania area (CM/GC or Design/Build project)
 - County court clerk, facility manager, local architect, design architect, general contractor
 - iii. The panel must involve emerging professionals in the process and discussion

II. Leveraging Successful Business Strategies

- e. Date and Time:
 - i. Friday May 20, 2016 – 2:00 PM to 4:30 PM
- f. Content
 - i. Best case studies for architectural practice and business success.
 - ii. Business cases / scenarios to be discussed.
 - ☐ Startup, growth, mergers and acquisitions, etc.
 - a. Starting new firm out of the last recession
 - b. Merging one or more established firms
 - c. Joining an established firm in a leadership/ownership position, or on an leadership track
 - ☐ Message that is meaningful and will resonate to members in small and midsize firms.
 - ☐ This is a not necessarily a 'How to get to Gensler' conversation
 - iii. Innovative approaches to doing business in architecture in today's fast paced global economy
 - iv. Innovations in practice management and business models

- g. Format:
 - i. Moderated Panel – This session is not about making individual presentations. We are seeking a lively discussion with experienced speakers who can engage the audience.
 - ii. Incorporate audience interaction and engagement in the discussion in a meaningful way beyond just a Q&A session at the end.
- h. Speakers
 - i. Firm leaders: Partners in architecture firm who started a new firm, joined a firm, or merged two firms. Younger professionals that recently joined a firm and are on a partnership track to a future ownership position.
 - ii. Consider emerging professional as moderator, if applicable.
 - ☐ Young Architect Award Recipient: (8 to 10 years licensed)

III. Understanding Firm Culture and the Impact on the Next Generation

- i. Date and Time:
 - i. Saturday May 21, 2016 – 7:00 AM to 9:30 AM
- j. Content:
 - i. How to create a firm culture that attracts the next generation of architects
 - ii. Best practices in establishing an attractive, sustainable, and successful firm culture
- k. Format:
 - i. Moderated Panel – This session is not about making individual presentations. We are seeking a lively discussion with experienced speakers who can engage the audience.
 - ii. Incorporate audience interaction and engagement in the discussion in a meaningful way beyond just a Q&A session at the end.
- l. Speakers:
 - i. Firm Leaders – AIA Firm of the Year, IDP Firm Award winners and other cutting edge practitioners are welcome. Perhaps from firms in the Philadelphia and Pennsylvania area.
 - ii. Emerging Professional – Young Architect who has worked for several different firms while looking for just the right fit
 - iii. Talent Management Professional, or Human Resources representative from a mid to large size firm

Program Requirements:

The submission process for these three PROSeries sessions will follow a similar format as other Convention continuing education programs, just on a separate streamlined timeline. The initial application should provide enough information for the Curators reviewing the proposal to understand the speakers' qualifications, how their presentation will meet the criteria described above, how active learner engagement will be encouraged, and a brief description of the subject matter to be discussed.

- ☐ Submission Deadline: January 6, 2016

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AIA Convention 2016
May 19-21, Philadelphia

- ☐ Link to submission site: <https://www.conferenceabstracts.com/cfp2/login.asp?EventKey=DXQTAGTE>
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