

Call for Presentations – Reference Guide

Thank you for responding to the AIA Convention 2017 Call for Presentations. We are thrilled that you are interested in educating our members. This document aims to answer the most frequently asked questions about the Call for Presentations process. Please take a minute to review it before you submit your final proposals.

Overview

Who Should Submit a Proposal?

The person submitting the proposal MUST be the primary speaker. The proposal must come directly from the speaker as their expertise will help us evaluate the proposal's strength in Phase 2. The primary speaker will have the option to designate a session organizer once selected for the 2017 program. The session organizer will then serve as the primary contact with AIA.

Convention Education Curriculum

AIA Convention is refining our curricular framework that guides the content strategy of convention education and assists us in delivering practical, high value education offerings. This is where you come in. We are looking for proposals related to specific topics, various delivery formats and knowledge levels, and duration.

Submission and Review Process

The Convention program features member submitted and AIA sourced content. The submission process consists of two phases. Proposals will be assessed by a group of peer reviewers comprised of subject matter experts in the architecture and design industry and evaluated according to the criteria below.

Phase I (Blind Review)

- Deliverables:** Candidates will submit an abstract, session description, and describe their planned learner engagement.
 - Description:** This will be the description of your session that will be marketed to attendees. Be sure to highlight what will make yours a “must attend” session.
 - Abstract:** This should include your thesis or main idea for your proposal; you should leverage innovative trends and ideas from the AEC industry.
 - Learner Engagement:** Explain how you will leverage adult learning principles and techniques to make your session engaging for the audience. Provide examples of what you plan to do.
- Peer Review:** Proposals are rated, ranked and selected based on the following criteria
 - Solutions that are innovative and/or an emerging practice trend
 - Relevance of the content for AIA members
 - Adult Learning Techniques – Proposals that focus on audience engagement and participation

Upon completion of the review process in Phase 1, selected proposals will move to Phase 2. AIA will contact all submitters to inform them of their status.

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Phase 2

- Deliverables:** Candidates will provide learner outcomes, speaker expertise, and post-convention value to attendees
 - Post-Convention Value: Describe the impact your session will have on attendees' business decisions upon their return to the office.
 - Learner Outcomes: Describe what the learner (attendee, participant, etc.) will be able to do after attending your presentation
- Peer Review:** Proposals are rated, ranked and selected based on the following criteria
 - Strong learner outcomes
 - Speaker qualifications and expertise
 - Post-convention value to attendees

Phase 1 Deliverables (ScoreCard Fields)

Title: The title you entered to begin your submission will appear in this field (10 words maximum). You may edit the title or continue through the Abstract Details page. The 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 the AIA.

Session Type: Please select the length your session. Please consider time needed for audience engagement and Q&A.

- 60 minutes seminar
- 60 minute moderated panel
- 90 minutes seminar
- 90 moderated panel
- Half Day workshop (Wednesday)
- Full Day workshop (Wednesday)

Core Competencies: Your proposal should fit within one of the 3 core competencies listed below. Please select the competency that best fits your proposal.

- Design:** Includes establishing a parti then evolving the project, from schematic design through design development and the accompanying documentation to show the look, functional aspects, purpose or workings of a building.
- Practice:** Includes the processes, procedures and policies involved in running a firm/project and creating a safe and sustainable built environment that protects the health, safety and welfare of the public, including project delivery systems, contracts and agreements and intellectual property, ethics and risk management as they are practiced within firms, corporations, government agencies and other organizations.
- Building Science:** Focuses on advancing technology in building design and construction that includes efficient operations, sustainability, systems integration, materials and methods that contributes to a healthy work and living space.

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

- Business of Architecture:** Architecture firms are businesses, and all businesses can find ways to continuously improve. We can learn from colleagues and competitors and practitioners in other fields how to increase our

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efficiency, enhance our practices, and contribute to raising the bottom line. Sessions in this topic should consider how we as business people can operate our firms better.

- Education:** The design of schools and other educationally-oriented facilities can contribute to the health and enhance the learning of our students. This topic explores state of the art concepts in designing and building these critical facilities.
- Energy:** Affordable deep energy savings and net zero (or net positive) energy are possible in buildings of all scales and types. Discuss what's new in building science, highlight new tools and resources to measure and predict energy use, and explore concepts in clean energy and climate responsive design.
- Global:** Today, architects have greater access to projects and job opportunities abroad than ever before. This topic covers opportunities, challenges and best practices in expanding our practices abroad, and how to build our projects in other countries.
- Health:** Designing for health is more than a single building typology. Its designing buildings that bring people together, use color and texture to help students achieve, incorporate nature into the office, and encourage visitors to walk up a beautifully designed stair. Designing for health is about enhancing the physical and mental well-being of the people who live, work and play in our spaces. The health topic explores five themes—social equity, sensory experiences, access to nature, physical activity, and environmental integrity—innovative architects are using to combat obesity, build communities, and promote well-being.
- Healthcare:** Designing for healthcare facilities has come a long ways. This topic focuses on the practice of architecture related to healthcare facilities, i.e., buildings or portions of buildings in which medical, dental, psychiatric, rehabilitative, surgical, and veterinary care is provided.
- Leadership:** For our profession to stay valid and relevant, we need everyday champions to lead the way. This topic should cover content that provides examples of leadership best practices, and skills to help shape and prepare future leaders in the profession.
- Materials:** Architects specify materials every day. Our decisions affect people's health, the community, and the environment. 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. Sessions in this topic will inspire and empower architects to seek out, and incorporate into their building materials decisions, design ideas, tools and processes to minimize negative consequences with better information resulting in better products and materials to use.
- Preservation:** The architectural heritage of our planet is increasingly in danger of being lost. Sessions in this topic provide examples and best practices of how we as architects seek to identify, understand, and preserve this architectural heritage, both nationally and internationally.
- Residential:** Come learn exciting new trends and best practices in Residential Architecture. This topic covers knowledge and information to benefit architects who are engaged in, or interested in learning more about residential best practices.
- Resilience:** Natural and manmade hazards pose an increasing threat to the safety of the public and the vitality of our communities. Aging infrastructure and natural disasters currently result in unacceptable losses of life and property, and these risks will be immeasurably more complex and critical in a future with a changing climate. Your proposal should demonstrate how architects can be leaders in a movement to create more resilient and sustainable communities through contemporary planning, materials, design techniques, or construction practices.
- Sustainability:** Green is the future. One cannot do good design without thinking about the long term impact to the environment and its people now and future generations. Come learn the latest trends and issues surrounding

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sustainable design. This topic covers “green building”, material and resource efficiency, natural and reusable material use, aesthetics, waste reduction, etc.

- Technology:** The profession is changing every day and one of the biggest driving forces behind this is technology. Learning the latest technology tools and resources that are available is key to staying ahead. This topic includes understanding the deployment and impact of new and emerging technologies in the design and 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.
- Universal Design:** Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability. An environment (or any building, product, or service in that environment) should be designed to meet the needs of all people who wish to use it. This topic covers accessibility, designing for aging, ADA, design for all, etc.

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
- TED-style talks – short blast presentations

Session Description: Provide a brief summary that tells prospective attendees what the session is about, and what they will gain from attending. Write to persuade prospective attendees that yours is a "must attend" session. If approved, this summary will be published on the convention website and included in the final program book (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.

Learner Engagement: How do you plan to engage the audience to support learning outcomes? What tools or techniques will be used to keep the attendees engaged in your session?

Content Level: Select up the knowledge level required to optimally participate in your session

- Introductory
- Intermediate
- Advanced

Please note Phase 1 is a **Blind Review**. No speaker details should be entered anywhere in the Title, Session Abstract, Description, or in Learning Engagement. Speaker details will be asked in Phase 2 part of the submission process.

Phase 2 Deliverables (ScoreCard Fields)

Speakers

A proposal should feature architecture and design professionals or business leaders as speakers. You **MUST** complete all contact information for each speaker. The primary speaker should include speaking experience and describe subject matter expertise. The number of speakers is limited per session format. Please review the list below for headcount parameters:

- 60-minute session: A limit of 3 speakers. This headcount includes the session organizer if he/she is a speaker.
- 60-minute Moderated Panel: A limit of 3 speakers with 1 moderator. This headcount includes the session organizer if he/she is a speaker or moderator. Individual presentations should last no longer than 5 minutes each before moving into a moderated discussion.
- 90-minute session: A limit of 3 speakers. This headcount includes the session organizer if he/she is a speaker.
- 90-minute Moderated Panel: A limit of 3 speakers with 1 moderator. This headcount includes the session organizer if he/she is a speaker or moderator. Individual presentations should last no longer than 5 minutes each before moving into a moderated discussion.
- Half-Day Preconvention Workshop: A limit of 4 speakers. This headcount includes the workshop organizer if he/she is a speaker.
- Full-Day Preconvention Workshop: A limit of 5 speakers. This headcount includes the workshop organizer if he/she is a speaker.

Additional contributors and session organizers will not be listed as speakers and are not eligible for complimentary registration.

Roles

- Primary Speaker: The person who submits the proposal and is selected with the topic through the peer review process. This person is expected to present in their session. All speakers must complete the required tasks to be included in the convention program.
- Speakers: Individuals who have agreed to participate in a session. Please ensure the speakers have confirmed their commitment before including them on the list of proposed speakers.
- Session Organizer: The session organizer serves as liaison between their speakers and the AIA. Session organizers are responsible for disseminating convention-related information and notifying AIA of changes in speakers and speaker contact information. Please indicate if a person is a speaker and/or the session organizer by selecting all the appropriate roles for each individual. Individuals listed only as session organizers will not be included in the convention program and do not have speaking privileges.
- Moderator: Moderators are expected to lead the panel discussion in their session. All moderators must complete the required speaker tasks to be included in the convention program.

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- Panelist:** Individuals who have agreed to participate on a panel. All panelists must complete the required speaker tasks to be included in the convention program.

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

Updated Session Description

You have the option to update the session summary you submitted in Phase I, if desired. This information is also important to the final evaluation of your proposal. If your proposal is accepted, this field will be used in the final program as the course description. [100 words max]

Learner Outcomes

In this section, we are looking for measurable results that will come from your presentation -- what the learner (attendee, participant, etc.) will be able to do after attending your presentation. Please list four (4) 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-Convention 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 choose to upload materials to help the review committee gain a better understanding of your topic, expertise, and fit for the education program at AIA Convention. Additional speakers must not be submitted through this field as they will not be considered for the program. Please note that these are not required and will not harm your chances if not submitted.

Acceptable forms of supporting materials include sample presentations slides, research/white papers, graphs, photos and images, speaker curriculum vitae, etc.

Thank you for your interest in submitting a proposal for the AIA Contention 2017. If you still have questions not addressed in this Reference Guide, please feel free to contact us at conventioneducation@aia.org. Best of luck!