

DESIGN
FOR THE NEW
DECADE

CONVENTION 2010
JUNE 10-12 MIAMI
Call for Presentations



Submission deadline: July 1, 2009

Miami attests to the power of design on every level. Likewise, the AIA 2010 convention theme presentations over its three primary days will focus on the critical role of design on an ever-widening scale or context:

Building design. The architect focuses primarily on the scale of individual buildings—housing, schools, health-care facilities, public and private projects—where materials, technologies, typologies, interior space, sustainability, affordability, and preservation come most specifically into play.

City design. Architects' decisions affect physical space far beyond any one site, involving myriad infrastructure, planning, and ecological issues to serve clients in a range of civic capacities on the neighborhood, community, municipal, and regional scales. More than 50 percent of the world's people now live in cities, reinforcing the city as the primary platform for architecture.

Global design. Many architects, from sole practitioners to those in large interdisciplinary firms, now work internationally. Emerging digital technologies, global talent pools, and the changing political landscape will reinforce the worldwide value and impact of architects' design expertise.

These primary subthemes are the weft through which a number of AIA convention threads—sustainability, diversity, professional practice, technologies, leadership, communities, typologies, and others—will be woven.

At the beginning of a new decade—full of opportunities, full of challenges—design will play a critical role in seizing opportunities and addressing challenges in communities across the globe. Recently “discovered” by fields as diverse as advertising, engineering, business, and science, design is as natural to architects as the air we breathe.

In 2010, therefore the AIA will rededicate its national convention to both the process and the product of design, our discipline's primary mode of thought and action. We will focus on a closer partnership between the academic community and practice to elevate and enhance public appreciation of the value of good design. At the same time, the convention program will convey the value of architects' design expertise for those around us—our clients, our neighbors, and the public. Design makes architects relevant, indeed essential, in the new decade. Design expertise justifies our leadership in 2010 and beyond.

“Design for the New Decade” will be comprehensive. It will consider design retrospectively, through the study of precedents, preservation, and adaptive reuse. It will consider design speculatively, exploring emerging technologies and forms of practice while discerning shifting physical and financial climates.

It will embrace diversity—cultural diversity, client diversity, ecological diversity, economic diversity, and professional diversity. It will reinforce designing with a holistic view, considering both environmental and social sustainability.

PROPOSAL EVALUATION AND SELECTION

We encourage proposals from industry leaders and forward-thinking professionals who are on the cutting edge of design, practice, technology, leadership, collaboration, research, training, and mentoring as we discuss the trends that are changing how architects practice.

Successful proposals offer programs that contribute to the educational and professional development needs of the Institute and its members. The review committee will evaluate proposals based on the following criteria:

- Integration of the convention theme
- Well-defined focus and clarity of proposal
- Overall quality and potential to contribute to a well-balanced convention program
- Relevance to the profession and to practitioners' knowledge priorities
- Timeliness of topic
- How the session will help participants improve their career, practice, and service to the profession or the community
- Whether the session will expand attendees' perspectives, challenge their thinking during the session, and provoke discussion after the session
- Practical applications of materials or ideas
- Speaker qualifications and experience

Programs may not sell or promote any specific product or service. The content must contribute to the continuing professional education needs of architects, be relevant to a changing profession, and contribute to the body of knowledge of architecture.

No more than three proposals will be selected for presentation from any one provider.

Increase Your Chances of Selection

Selection to present at the AIA National Convention is highly competitive. Your proposal represents what you consider important and will be all the review committee has to determine the proposal's quality,

timeliness, and fit. As such, your clarity and concision in describing the purpose, objectives, and knowledge shared will help the committee to assess the submission accurately. The more concrete the proposal, the better your chances of selection. The reviewers will evaluate the content of your submittal and how well it relates to the convention theme.

In addition, you may increase your selection chances by

- Clearly communicating how the convention's theme has been integrated into your presentation
- Clearly delineating the preferred level of audience expertise
- Naming all speakers and, if multiple speakers, how they present the range of ideas
- Identifying which AIA member communities would most benefit from the presentation
- Having a proven record of meeting deadlines and providing required materials for previous AIA National Convention education programs

Presentation Formats

Presentations may be offered in one of the following formats:

- 60-minute seminar
- 90-minute seminar (primary format for AIA/CES programs)
- Half-day preconvention workshop
- Full-day preconvention workshop

Continuing Education Program Requirements and Materials

AIA Convention Education is the CES Provider of Record for all educational credit awarded during the convention. As such, it is charged with ensuring that all programs meet AIA/CES requirements. Presentation materials and content must be educational and may not refer to specific products or services with the intent to sell.

Speakers will receive a complete set of guidelines and templates for use in the design, development, and delivery of convention education programs and must agree to abide by AIA/CES and national convention requirements.

AIA Convention Education must retain a complete set of materials (including visual presentations, handouts, and speaker notes/talking points) on file for six years for each seminar and workshop to meet state licensing board requirements.

As part of the greening of the AIA National Convention, seminar materials will be collected and distributed only in electronic format. Handouts will be available on the AIA Web site for download and printing before, during, and after the convention.

Wednesday pre-convention workshop materials will be collected from primary contacts, printed, and distributed on site by the AIA.

Sessions with multiple speakers must submit materials through one primary contact. Primary contacts are responsible for compiling and submitting handouts, speaker biographies, and resource materials in one complete, copy-ready file by the deadline. Do not include these materials as part of the proposal submission.

A complete set of materials, formatted according to AIA National Convention specifications, must be submitted by the draft-due deadline; otherwise the program will be cancelled.

A final set of materials with requested revisions must be submitted by the final-due deadline; otherwise the program will be cancelled.

Preregistration for seminars and workshops will be monitored after advance registration closes, and those with anticipated low attendance will be subject to cancellation.

Speaker Selection

Speakers may participate as presenters in up to three educational programs (two seminars and one workshop, or one seminar and two half-day workshops), either individually or as panelists.

Though panel discussions are encouraged, limit the number of speakers to no more than two speakers for a 60-minute seminar, three for a 90-minute seminar, and four for a half-day or full-day workshop.

You are encouraged to think creatively when submitting proposals for individual and panel seminar presentations. If you have multiple presenters, contact the proposed speakers to confirm their willingness to present before including them in your proposal.

Speaker Benefits

Workshop and seminar speakers receive a complimentary, nontransferable convention registration.

Workshops, special events, tours, or other activities are separately ticketed and may require an additional fee. Speakers are responsible for all travel and hotel arrangements as well as all expenses incurred in their presentation's development. Individuals requiring financial support should not apply.

Recording of Sessions

The AIA extends the educational experience to the profession beyond the confines of the traditional classroom setting. To participate at the convention, each speaker must grant the AIA an unlimited,

permanent, nonexclusive license, under which the AIA may film, tape, transcribe, or quote from the presentation or materials; create derivative works; and publish in any format, including audio recordings, distance education courses, or any other media. The AIA will not be required to pay royalties or make any payment except as described in this agreement.

Submissions presenting content considered proprietary to the extent that it cannot be shared beyond the classroom will not be selected for presentation.

Submission Instructions

Proposals must be submitted online at www.softconference.com/subs/aia/2010. Upon review of the full Call for Presentations, follow the link to the submittal site. The submission process allows 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 are on the submission site.

Proposals sent by e-mail, fax, or mail will not be considered.

Proposals will be accepted online until 11:59 p.m. PT, July 1, 2009.

Information for the Submission Form

The online submission form must provide the name, address, phone number, and e-mail address of the individual responsible for submitting the proposal. This person will receive notification of the selection committee's decision and will be contacted if we have any questions about the submission. The primary contact does not need to be a speaker for the proposed presentation. However, he or she will, as the primary contact, be responsible for coordinating all aspects of the program with the AIA if it is selected for presentation.

INFORMATION TO INCLUDE IN THE PROPOSAL

Title. (64 characters maximum, including spaces and punctuation) Provide a clear, concise title that accurately reflects the session's content. This will be the official title listed in the program guide and the AIA/CES member transcripts for membership and state license renewal. The AIA reserves the right to change the title to meet AIA/CES requirements. Once registered and published, program titles may not be changed.

Subtitle. If you want to describe the session further, you may add a descriptive subtitle to use in conjunction with the official title.

Subthemes. Based on the description of subthemes, which of the following best describes the content of this program.

Core Areas. The four core areas (design, building performance, practice, and leadership) offer opportunities to share and deliver information consistent with the convention theme to your fellow professionals in an organized manner. These areas promote dynamic knowledge creation and expansion that enrich the profession and its culture. When submitting your proposal, please select the area you think best represents the content category. The curriculum examples described below represent content guidelines for organizing the educational programs. Select the primary area of focus within the practice of architecture that applies to your submission. Do not submit the same proposal under different core areas, as duplicate proposals will be disqualified.

Member Communities. Please choose up to three AIA Member Communities based on relevance. For a complete description of the Member Communities, go to www.aia.org/practicing/groups.

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Program abstract. (250 words maximum) Used in the evaluation process, this abstract should specify how the program relates to the core discipline, the learning that will occur, and the benefits to those who will attend. Concisely describe (1) why people should attend your session; (2) how your session will enable attendees to improve their career, practice, service to the profession, or service to the community; (3) how the content of your session relates to the convention theme and, if it doesn't, why your session should be selected; and (4) how your session will expand attendees' perspectives, challenge their thinking during the session, and provoke discussion after the session.

Keywords. For search purposes, list four descriptive keywords not included in your title that relate to the content of the session. These must be generic, non-proprietary terms.

Learning objectives. (225 characters maximum for each objective, including spaces and punctuation) Using measurable, outcome-based verbs, provide four learning objectives for session participants—specifically, what they will be able to do as a result of participating in your session. The AIA reserves the right to edit learning objectives for length, clarity, and to meet AIA/CES requirements.

Provider. Identify the content provider to be listed in the Convention Guide. The provider is the party responsible for the educational content and quality of the session (e.g., AIA member community, component, firm, company, university, government agency). You must obtain prior approval from the member community, component, or other AIA entity if you list one of them as the content provider.

Additional opportunities for presentation. Tell us whether we can forward your proposal to interested AIA components and member communities for consideration for their local, regional, or national events. Checking “yes” will not affect selection for the convention.

Speaker information. Provide the requested information for all session presenters, including title, firm or organization, professional affiliations, full mailing address, telephone, cell phone, e-mail address, and (where applicable) the AIA member category and membership number. Note each speaker’s most recent speaking experience at an AIA National Convention and/or other AIA and non-AIA events (i.e., date and name of the event). Provide a brief biographical narrative for each speaker, including expertise with the particular seminar topic. This requirement is extremely important, and failure to provide complete information may result in disqualification.