



Call for Presentations

The AIA [Practice Management Knowledge Community](#) (PMKC) is partnering with [Architecture Exchange East](#) for a special fall conference. Architecture Exchange East is the Mid-Atlantic's premier conference and expo for the design and construction industry. [ArchEx 2011](#) will be held Nov. 2–4, at the Greater Richmond Convention Center in Richmond, Virginia. This will be the 24th annual conference presented by the Virginia Society of the American Institute of Architects, and we hope that you will join us in making ArchEx 2011 the best ever.

The conference planning committee invites you to share your knowledge and expertise with fellow practitioners and allied professionals as part of a special convention to address the changes occurring within the architectural profession and the implications on the future of practice. We encourage industry leaders and forward-thinking professionals who are on the cutting edge of practice, management, technology, collaboration, research, training, and mentoring to submit proposals as we discuss trends that are changing the way architects practice.

PMKC Conference Focus

The practice management conference tracks will focus on defining how architects can advance their practices and careers in the coming decade as they continue to improve the built environment.

Suggested Conference Topics

We seek ideas for provocative presentations and discussion sessions from a wide range of perspectives. The following topics include some thoughts on what might be presented during the conference. A proposal will be evaluated based on practice management tracks relevant to defining future architectural practice.

- Best Practices and Processes
- Business Opportunities (from new Trends and Technologies)
- Emerging Trends / Impact of Business Environment
- Getting Paid / Compensation
- Integrated Project Delivery / Collaboration
- Marketing and Public Relations
- Human Resources, Staff Development and Retention
- Education and Emerging Professionals
- Leadership
- Ownership Transition
- Practice Management Tools and Applications
- Risk Management
- Starting a Firm
- Small Firm Practice

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

Intended Audience

The audience will include AIA members and other architects, researchers, professors, and professionals working in the design and construction industries, including but not limited to:

- Small Project Practitioners
- Students/Emerging professionals
- Large Firms
- Small Firms
- Office Managers
- Project Managers
- Risk Managers
- Architectural Practitioners

Presentation Formats

Presentations will be 90 minutes for seminars and panel discussions, offered on Thursday, November 3 and Friday, November 4; or three or six hour workshops offered on Wednesday, November 2. All presentations must be interactive, keeping 15 minutes of the seminar presentation time open for audience discussion. Question periods will involve active discussion from highly informed audience members.

Consider the following formats and methods when designing your presentation:

- **Case Studies:** Detailed examination of projects, allowing specialized analysis and commentary, including questions to generate discussion.
- **Graphic Presentations:** Videotape, film, computer display, demonstrations, and physical samples may be used as the basis of discussion.
- **Panel Presentations:** Series of short talks or debates, with a question-and-answer segment coordinated by a moderator.

Speakers should be experts in the field who can effectively communicate their message to a variety of audience members. Up to three speakers may be included for each 90-minute session. Speakers may be asked to consolidate their presentation into a panel with others with similar interests. Presenters may submit more than one presentation proposal.

Evaluation Criteria and Selection Process

Successful proposals offer programs that make professional, educational contributions to AIA members and their colleagues. Programs may not sell or promote any specific product or service. Content must contribute to the continuing education needs of architects, be relevant to a changing profession, and contribute to the body of knowledge of architecture.

Proposals will be evaluated on:

- Degree to which the proposal provides insights into advancing architectural practice not easily found elsewhere
- Extent to which the proposal relates to personal or firm experience
- Well-defined proposal focus
- Quality and potential to contribute to a balanced convention program
- Presenter's experience

Speaker Expenses

Speakers will receive complimentary conference registration and one nights lodging to help defray travel expenses.

Electronic Convention Archive

To disseminate the conference presentation to a larger audience, each speaker will be required to provide an electronic synopsis of their convention presentation for inclusion in [*Practice Management Digest*](#) and other publications. This can include an extended abstract or PowerPoint slides. Acceptable file formats include Adobe Acrobat (.PDF); Web accessible HTML; .GIF and .JPG; Microsoft Word (.DOC); Microsoft PowerPoint (.PPT); and Macromedia Flash (.SWF).

In addition, the AIA may request speakers' permission to record the presentation in an audio or audio/video recording for online access.

Submission Process

Submissions must adhere to the template provided.

Submissions should be emailed to <mailto:practicemanagement@aia.org> no later than close of business Monday, May 16, 2011.

Schedule/Deadlines

May 16, 2011: Proposal Submission Form due

May 30, 2011: Acceptances issued

June 06, 2011: Speaker Agreements due to PMKC