



2019 Project Delivery Symposium

DELIVERING THE FUTURE

March 11th – 12th

AIA Headquarter
Washington, DC

WEBSITE:

<https://network.aia.org/projectdelivery/home/projectdeliversymposium>



Project Delivery
an AIA Knowledge Community

What would cause a diverse group of AEC leaders and professionals nationwide to assemble and participate in stimulating discussions?

On March 11th and 12th, the Project Delivery Knowledge Community (PDKC) held its second annual AIA Project Delivery Symposium at the American Institute of Architects Headquarters in Washington, DC. Many traveled long distances to attend which reminds us just how important project delivery is in our industry.

Expert speakers shared their perspectives on navigating project delivery in an era of disruption, emphasizing the importance of team integration, delivery structure, and technology intervention.

The Keynotes

Phillip Bernstein, FAIA, Associate Dean and Senior Lecturer at the Yale School of Architecture gave an opening keynote about the systematic transformation that is underway in the AEC industry. He enlightened the audience on how new project delivery system is underpinned by technology which empowers the project team to create and achieve a set of predetermined, measurable, and rewarding goals.

"The discipline and profession of architecture are being reshaped in a moment where information, insight and predictions are generated during the design process moves into construction no longer essentially via drawings. More profound digital techniques yield fundamentally different workflows, responsibilities and business models for architects."

~ Phillip Bernstein, FAIA

Another speaker was David Zach who motivated the audience with his discourse on innovation on his keynote, "Thinking into other Boxes".

"If you can measure it, you can manage it, and you can automate it."
~ David Zach

The closing keynote was delivered by James Timberlake, FAIA. On his "Fast Forecasts for 2020", he gave insights about skyscrapers that function as cities will be built to address growing populations.

"Robotics will be involved in 50% of all construction projects in the US."
~ James Timberlake, FAIA



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Here are a few highlights of the Symposium.

The symposium was filled with great values from all speakers. Below is a list of panels and topics:

- Panel 1 – Federal: Looking into the Future
- Panel 2 – Project Delivery Strategies, Part 1
- Panel 3 – Project Delivery Strategies, Part 2
- Panel 4 – VDC, Research, and Technology
- Panel 5 – Surveys, Trends, Data Analytics, “Metrics that Matter”

Project Delivery Strategy

Bill Hercules, FAIA, was among the panelists. He spoke about high-volume owners that are driving delivery innovation and encouraged the audience:

- Significantly shift your value proposition to leapfrog client needs.
- Your “Problem Seeking” scope must include your client’s business.
- Know your client’s business better than they do.
- Aggressive clients will commandeer the process.
- To remain relevant, you must lead your clients.
- Consider well-designed, mass produced products.
- Consider multi-parallel process along the entire value stream.
- Invest beyond the scope of individual projects.

Below features the “Project Delivery Strategy” panel. From left is David Cook (moderator), Tim Hegarty, Shannon Campbell, Bill Hercules, and Geoffrey Neumayr who shared different perspectives that motivated stimulating discussions.





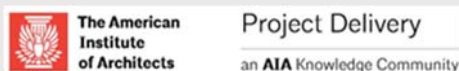
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The symposium promoted networking opportunity and a meaningful exchange of information. Greg Gidez, one of PDKC leaders, advocated “project delivery to be at the forefront of the shifting sands” in shaping the AEC landscape, fostering innovation and inspiring leaders of the future.

The Closing Remarks



Above, Grace Lin, Chair of the PDKC, wrapped up the symposium and thanked all sponsors and participants for engaging in such collaborative and constructive open exchanges throughout the AIA Project Delivery Symposium.

As the chair of the PDKC, it was with great pleasure and a real honor for me to conduct the Project Delivery Symposium on behalf of the PDKC leadership group. It was an event that was notably successful as depicted in the survey-report released by the American Institute of Architects. Everyone enjoyed the symposium and the networking events!

The American Institute of Architects (AIA) actively strives to be an inclusive Knowledge Community representing a diversity of thought, geographic diversity, both traditional and non-traditional practices providing opportunities for seasoned professionals, associate members, and architects.

If you are an enthusiastic professional who wants to help change the world and make our profession and industry better and have an interest in becoming active in a leadership role, please check our website and reach out to anyone on our advisory group.

Thank you.

Sincerely,
Grace Lin, AIA
2019 Chair / AIA Project Delivery Knowledge Leadership Group
Senior Project Manager / CBRE, Inc.
Adjunct Professor / Columbia University in the City of New York



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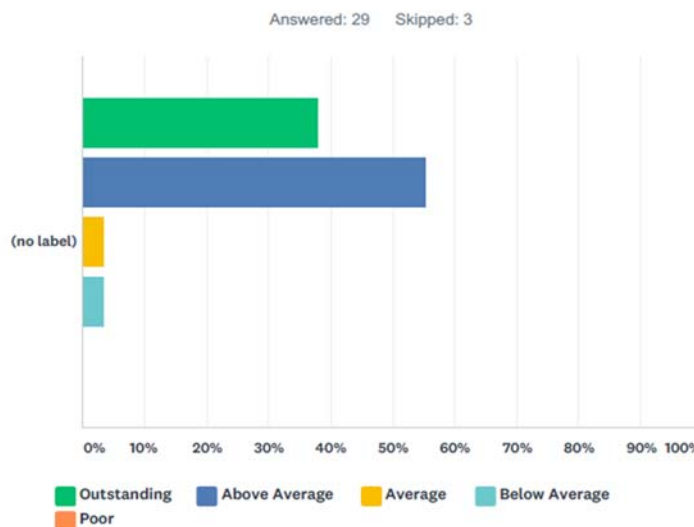
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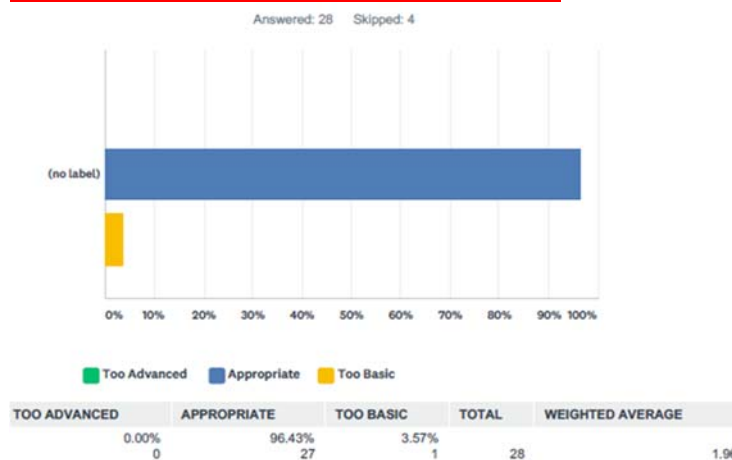
The Feedback

Surveyed by: American Institute of Architects

QUALITY & EFFECTIVENESS OF THE SPEAKERS



2019 PROJECT DELIVERY SYMPOSIUM CONTENT



INTEREST IN THE NEXT PROJECT DELIVERY SYMPOSIUM IN 2020

