

# 2009 Design on the Delaware

## Call for Presentations

**2009 Design on the Delaware Regional Conference  
Annual conference October 28<sup>th</sup>, 29<sup>th</sup> & 30<sup>th</sup>, 2009  
Sheraton Philadelphia City Center, Philadelphia, PA  
Center for Architecture, Philadelphia, PA**



Don't miss your opportunity to present and participate in the 7th annual Design on the Delaware Conference. *Submission are due 5:00 pm, April 30, 2009*

We invite knowledgeable, articulate individuals willing to share their expertise and real-world experience to submit presentation proposals for the conference. This exciting event is the result of the collective efforts of the following organizations:

American Institute of Architects Philadelphia  
American Institute of Graphic Arts Philadelphia Chapter  
American Society of Heating, Refrigerating & Air Conditioning Engineers  
American Society of Landscape Architects Pennsylvania/ Delaware Chapter  
Associated Builders and Contractors Southeastern Pennsylvania  
Community Design Collaborative  
Construction Management Association of America  
Delaware Valley Green Building Council  
Engineers Club of Philadelphia  
General Building Contractors Association  
Greater Philadelphia Building Professionals Association  
Illuminating Engineers Society  
Innovation Philadelphia  
International Interior Design Association Philadelphia Chapter  
Pennsylvania Planning Association  
Philadelphia National Organization of Minority Architects  
Society for Marketing Professional Services Philadelphia Chapter  
Urban Land Institute Philadelphia Chapter  
AIA New Jersey  
AIA Bucks County  
AIA Delaware  
AIA Central Pennsylvania  
AIA Eastern Pennsylvania

## **Mission**

Design on the Delaware convenes design, planning, and building professionals and business, and public leaders from throughout the Mid-Atlantic region for three compelling days of professional education, cross-boundary exploration, social engagement, and networking. Participants will gain new perspectives from related fields, a deeper knowledge of their own profession, information from industry suppliers, a view into the public realm and, most of all contacts and experiences that will enhance their professional capabilities.

## **Time Line**

### **Friday, April 30, 2009**

Deadline for proposal submissions (email to pat@aiaphila.org)

### **May 2009**

Programs reviewed and selected for presentation

### **May - June 2009**

Program Presenters informed and scheduled for conference

### **June 2009**

Save the Date postcard mailed to professionals in PA, NJ and DE  
Conference Brochure with course descriptions published on-line  
On line registration available

### **July - October 2009**

Series of emails promoting the conference sent

### **September 2009**

Conference Brochure mailed to potential attendees

### **October 28, 29, 29, 2009**

Design on the Delaware conference

## **Annual Call**

AIA Philadelphia, in conjunction with other regional AIA chapters and affiliated organizations in design, planning and construction in the Delaware Valley Region, presents the 7th annual Design on the Delaware Conference. This three-day conference features a self-directed, facilitated learning environment with education sessions, product and technology exhibits, collegial networking opportunities, and tours. Education sessions focus on current issues, practices, and professional challenges facing architects, landscape architects, planners, other design professionals, contractors, business leaders, and affiliated professionals in the design, planning, and building industries.

*400 design professionals, contractors and other related building professionals, planners, public leaders, professional organization, product and service representatives attended the 2008 Design on the Delaware Trade Show and Conference. This conference is unique in the Greater Philadelphia region and provides an invaluable opportunity to maximize one's exposure and actively contribute to this arena of shared knowledge!*

## The Speaker's Advantage

Selected speakers will have the opportunity to gain visibility and enhance their leadership role within the profession as they share their expertise. You are welcome to submit more than one presentation proposal. No more than three proposals will be selected for presentation from any one provider.

## Conference Format

Up to 12 one hour sessions and 24 one and half hour programs and tours of varying lengths will be offered over two days of the three conference days at the Sheraton Hotel Philadelphia City Center (17<sup>th</sup> and Race Streets). The third day of the conference will consist of tours leaving from Philadelphia's Center for Architecture (1218 Arch Street).

In addition, presentation proposals for two and half hour programs will also be considered. Tours of one hour, one and half hour, half, and full day in length will be considered.

## The Evaluation and Selection Process

Program and tour proposals will be evaluated using the following criteria:

- Well-defined proposal focus
- Overall quality and potential to contribute to a well-balanced conference program
- Proposed level and type of attendee interaction
- Practical application of materials or ideas
- Experience of speaker(s)
- Eligibility for Health, Safety Welfare and Sustainable Design credits as defined by the American Institute of Architects Continuing Education System; Eligibility for Continuing Education credits for AICP/APA, ASLA, RLA, SMPS and other professionals a plus

Successful proposals offer programs that make professional and educational contributions to participating organizations/associations and their members. **Programs must not sell, promote, or pitch any specific product or service.** Programs focused on a particular product or service are, in general, not selected. Program content must facilitate the continuing education needs of professionals in the built environment, be relevant to the changing industry, and contribute to the body of knowledge of architecture, engineering, landscape architecture, planning, design, and construction. **Programs routinely presented in the Greater Philadelphia area will not be considered.**

Please be available to present your seminar(s) on both days to be announced. Please be available to conduct your tour on one of the three days that tours are being held. We will notify individuals submitting proposals of the selection results in late May/early June 2009.

## Program Topics

Programs related to all aspects of the planning, design, technology and construction of the built environment will be considered. Program proposals focused on practice management for design and building professionals will also be accepted. ***Special consideration will be given to programs on topics related to sustainable/green and high performance building design and construction.*** Past conferences have offered programs on Green/LEED; Community/Urban Design; Design and Technology; Practice Management; Design; Transportation issues; Impact of Economy; and Preservation/Restoration. Consideration will be given to all program topics. Programs addressing issues of the suburban environment are encouraged.

***The conference is inter-disciplinary program. Proposals with speakers representing multiple disciplines (designers, planners, contractors, owners, etc) will also receive special consideration.***

## Presentation Formats

### SEMINARS

The conference schedule allows for seminars of 60 or 90 minutes. Special 2 ½ hour programs will be considered as will full day charette programs.

Audience size for each session ranges from 15-60 participants with varying experience levels. (Please indicate if there are a maximum number of participants the program can accommodate.)

Consider these following popular formats and methods when designing and describing your presentation:

- Case Studies—A favorite, this format presents facts, problems, and/or data with questions to generate discussion and solutions.
- Graphic Presentations—Video, computer display, PowerPoint, etc., may be used as the basis of discussion. Please note: attendee evaluations indicate extensive reliance on PowerPoint can erode the quality of a presentation.
- Panel Presentations—Series of short lectures or a Q&A segment coordinated by a moderator.
- Short Lectures—Give a short lecture at the session's start to generate discussion, or provide a series of short lectures, each followed by discussion.

### TOURS

Tours, not including transportation time, can be 60 minute, 90 minute, half day or full day length. Please indicate the maximum number of persons who can participate in the tour. If appropriate, please provide the name of the person at tour site coordinating/presenting the tour and 1 copy of any required release forms. For outside tours over natural terrain, please indicate if terrain is easy, moderate or difficult, hilly, wet, etc. Please indicate if special clothing or footwear is required. AIA Philadelphia will make arrangements for tour transportation. Walking tours are also welcome. Tours of buildings/sites under construction are very popular. Please indicate if hard hats are required or supplied and if special footwear is required.

## **Classrooms**

Each classroom will have a head table and/or podium and will be set up either classroom style (rows of tables and chairs) or theater style (rows of chairs), depending on program and actual enrollment. LCD projectors will be provided. Speakers must provide their own laptop computer.

## **Speakers**

The number of speakers is limited to no more than four per 60-minute seminar and no more than six per 1 ½ hour seminar. Fewer speakers in each time frame are both acceptable. Proficient speakers who are experts in the field and can effectively communicate their message to a variety of audiences contribute the most to these programs. *PLEASE NOTE: To accommodate scheduling we request that you be available both days of the conference. The date and time of your presentation will be confirmed in June.*

## **Speaker Expenses**

Speakers receive complimentary entrance to trade show, educational programs and meals on the day of their presentation. Speakers are responsible for all other expenses. The conference cannot provide any financial compensation or assistance of any kind. Speakers are welcome to attend programs on the day they are presenting at no charge.

## **Submission Process**

Submit proposals (email preferred) by **Wednesday, April 30, 2009** to Pat Gourley, Director of Programs & Special Events, at [pat@aiaphila.org](mailto:pat@aiaphila.org) or sent to Design on the Delaware, AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107, Fax: 215-569-9226.

**Include the name and contact information (company name, mailing address, phone and fax numbers, and email address) of the person submitting the program. This person will serve as the primary contact, will be informed if the program is accepted and is responsible for informing program speakers. (This person does not have to be a speaker.)**

Proposals must include the following:

### **1. Title**

Provide a short, benefits-oriented title (six to eight words) which accurately reflects the program objectives.

### **2. Program Summary**

Should your program be selected, this 50-word-or-less description will be published in the Conference brochure to promote your session. The summary should succinctly communicate the content of program and its learning objectives while appealing to the conference audience.

### 3. Program Abstract

Used in the evaluation process, this 200-word program/presentation summary must specify how the program relates to the building and design professions, its educational value, and the benefits to those who will attend.

### 4. Learning Objectives

List four learning objectives (or outcomes) per hour. This objective must clearly state what participants learn as a result of participating in your session. These can be in bulleted format.

### 5. Program Format and Length

Indicate instructional techniques (case study, panel discussion, lecture, etc.) to be used in your session and state the optimum time needed.

### 6. Health, Safety, and Welfare (HSW)

To qualify for HSW learning units, there should be a clear connection as to how the general public will benefit by the knowledge gained when the architect completes this course and 75% of the program must relate to one or more of the following:

-Aspects of architecture that have salutary physical effects among users of buildings protecting the public from accidental injury. Examples: Accessibility, acoustical systems, energy efficiency, mechanical, plumbing, electrical systems, and materials

-Aspects of architecture intended to limit or prevent accidental injury or death among users of buildings or sites. Examples: Codes, regulations, natural hazards, life safety systems - suppression, detection and alarm standards.

-Aspects of architecture that engender demonstrable positive responses among, or enable equal access by, users of buildings or sites. Examples: Building design and materials, methods & systems, construction contracting, ethics and regulations governing practice of architecture, preservation, adaptive reuse, and the study of environmental issues.

### 7. Sustainability

As of January 1, 2009, AIA required its members to earn 4 AIA/CES learning units in Sustainable Design. Please indicate if you believe your program will qualify for Sustainable Design learning units. To qualify a minimum of 75 percent of the program's content must relate to one or more of applicable subject areas, including (but not limited to)

**Sustainable Design Intent and Innovation; Regional / Community Design and Connectivity; Land Use and Site Ecology; Bioclimatic Design; Water Cycle; Materials and Construction;** and more. *For more information on qualifying topic for Sustainable Design learning units, please go to <http://www.aia.org/education/providers/AIAS076889>. All programs providing Sustainability Design learning units also qualify for Health, Safety, Welfare units.*

## 8. Discipline Interest

Please indicate if your program is of interest to planners, landscape architects, engineers, contractors or any building/design professional.

## 9. Experience Level

Specify level (Entry, Intermediate, or Advanced) to indicate the experience level of the intended audience.

## 10. Speaker(s)

List all session presenters, including title, company or firm, professional affiliations, full mailing address, telephone, facsimile, and email address. Describe each person's speaking experience at previous conferences and other events (name of the event and a reference). Include a brief biographical narrative (200-word maximum) for each speaker, highlighting expertise with the particular seminar topic. A separate bio of the speaker is acceptable. Please do not send full resumes. **This requirement is extremely important, and failure to provide complete information in the stated format may result in disqualification.**

## 11. Provider

Identify the provider - the party responsible for the educational content/quality of the session (firm, company, chapter, professional association, school, government agency, etc.) - to be listed in the Conference Guide. It is not necessary to be an AIA registered provider to submit a proposal.

## 12. Audio visual

A projector (for PowerPoint presentations) will be provided. The program presenter is responsible for providing a laptop computer for their presentation. Microphones and podiums will be provided in rooms as needed. Please specify any special audio-visual needs.

## 13. Attendance

Please indicate if there is a limit to the number of attendees.

## 14. Documentation

If selected, the contact person will be sent Continuing Education program documentation forms to complete. These must be completed and returned within 7 days of receipt. The contact person must provide send a CD of all visual presentations (PowerPoint, Video) etc by October 15, 2009. If the content of the CD does not reflect the full breadth of the program and clearly address the program learning objectives, a written, detail summary must be provided by presentation date. A copy of all hand out materials and any other documentation of the program content must also be provided to AIA Philadelphia by the presentation date.

## INCREASE YOUR CHANCES OF BEING SELECTED

*It is strongly suggested that your proposal be of interest to more than one of the participating professional disciplines (architecture, landscape architect, planning, engineering, construction etc). Programs of interest to a multi-disciplinary audience (please review collaborators list on cover of this document) in the design, planning and construction industries that are innovative, cutting-edge and/or represent best practices will be given special consideration.*

- Use clear, concise language.
- Offer your program at an advanced level.
- Propose a program that is new. Programs presented on a regular basis will not be considered.
- Name all of your panelists. Do not leave the reviewers guessing who will be speaking.
- Do not propose a program that is a sales pitch for a product, publication, or company. This is not a sales opportunity, and the proposal will not be selected.
- Provide all the information requested. Proposals that fail to meet all guidelines may be disqualified.

### **Questions**

*Pat Gourley, Director of Programs & Special Events, at [pat@aiaphila.org](mailto:pat@aiaphila.org), 215-569-3186x105.*

### **Deadlines**

***Proposals will be accepted until 5:00 p.m. (Eastern Time) Wednesday, April 30, 2009. Please send (e-mail as Word or PDF preferred) to [pat@aiaphila.org](mailto:pat@aiaphila.org), Design on the Delaware, AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107, P: 215-569-3186 x105, F: 215-569-9226.***