small firm SYMPOSIUM
AIA New Jersey • New York State • Pennsylvania

2022 Small Firm Symposium
Embracing Change, Innovating for the Future.

We are now seeking presentations for our highly praised, award-winning educational program, the virtual Small Firm Symposium! Join interactive architects from New Jersey, New York, and Pennsylvania virtually by submitting your cutting-edge presentation proposal. This year's theme is "Embracing Change, Innovating for the Future," and is scheduled for November 17-18, 2022.

The virtual Small Firm Symposium will provide cutting-edge, high-end resources for small firms to operate more effectively and excel in today's competitive marketplace. This is a great opportunity to share your knowledge and expertise as an industry thought leader.

Your presentation should be in a 90-minute, virtual interactive format focusing on these aspects of managing and operating a successful small firm:

LEGAL
Contract administration, liability issues, transitioning your firm, risk management, project delivery, labor law updates, insurance issues, onboarding policies

BUSINESS PRACTICES
Identifying new business operation strategies; cultivating new business, retaining existing clients, building your brand strategies; how to diversify your firm's services, attracting and maintaining highly productive staff; benefits and opportunities of working for a small firm, creating a positive office culture; improving negotiation and communication skills

TECHNOLOGY
Investing in new technology to remain competitive; using technology for sustainable and resilient design; maximizing workflow and productivity; using virtual reality technology

Rating Criteria for Each Proposal:
Originality | It is essential that we offer attendees unique and insightful sessions to fulfill a learning program that reflects our evolving and dynamic community/industry.

- **Relevance** | Seek session content that is applicable and transferable representing diverse perspectives and solutions to support the advancement of association professionals energy, time, and investment.

- **Program Design** | Seek sessions that incorporate good practices for adult education with clear learning objectives/outcomes that are measurable and achievable.

- **Ability to Inspire Action** | Seek content leaders who offer diverse capabilities - inspiration, subject matter expertise, facilitation skills, and the ability to evoke action. We want participants to return to their respective firms to implement and share what they learned.

- **Overall Quality** | We are dedicated to ensuring that all the conference sessions meet the highest standards of excellence based on originality, relevance, program design, and the ability to inspire action.

Presentation Format

Seminars will be 90 minutes in duration. We will be hosting this event virtually and appreciate your flexibility regarding format. Each speaker and/or panel member must be listed separately with all contact information provided.

We will retain a complete set of materials (including PowerPoint presentations, handouts, and a list of samples) on file for each seminar. Seminar and workshop presenters will be required to submit a master copy of their visual presentation materials in electronic format one week in advance of the presentation.

Continuing Education Submittal

Once selected, we will submit your program to the American Institute of Architects CES to ensure that the appropriate LUs and HSW credits within AIA and New York State mandatory education guidelines are applied and to avoid any possible confusion of credit. If any edits are required to your program description or learning objectives to meet CES guidelines, they must be provided to us know later than 6 weeks prior to the program.

Speaker Technology Requirements

We ask all speakers to have a quiet area to present, a room with adequate lighting, a good quality webcam, and a microphone with satisfactory sound quality. Speakers are asked to make time for a run-through prior to the event to check all technology requirements.

Evaluations

The final step in the program design and delivery process is evaluation. To better implement future programming, participants will evaluate your session on the following criteria:

- How well did the content match the published description?

- How clearly stated were the learning objectives and were they met?

- How effective were the uploaded material and did they add value?

- How fulfilled were the attendees' expectations?

- How valuable was the topic to the attendee?

Speaker Selection

Programs will be selected by a jury of architects and other experts in the design and construction profession. The deadline for submission is June 24, 2022. After the deadline, the jury will meet to deliberate on programs that fit the criteria of the conference and speakers will be contacted shortly thereafter.