



# CALL FOR PRESENTATIONS

## 2010 Annual Convention and Legislative Summit

April 25-28, 2010  
Grand Hyatt, Washington, DC

### *INVITATION TO PROSPECTIVE PRESENTERS:*

The ACEC 2010 Annual Convention and Legislative Summit will be held in Washington, D.C. April 25-28, 2010. This annual event is highly regarded as an outstanding combination of educational programming, Capitol Hill visits, the Engineering Excellence Awards Gala, networking opportunities, tours and exhibits. ACEC's meetings provide an unparalleled view of the design industry and the future of the engineering profession.

### *TIME LINE:*

<b>July 22, 2009</b>	<b>Proposals due to ACEC by 5 p.m. EDT</b>
<b>November 2009</b>	<b>Notification to selected speakers</b>
<b>April 25-28, 2010</b>	<b>ACEC 2010 Annual Convention, Washington DC</b>

### *SUBMISSION GUIDELINES AND PROPOSAL EVALUATIONS*

ACEC's Conventions and Conferences attract design professionals who are engaged in private engineering practice for both public and private sector clients. The ACEC Institute for Business Management, which is responsible for all ACEC conference and convention content, gives priority to presentations that encourage corporate growth and development, as well as support of strong business practices.

For 2010, ACEC's Institute for Business Management is seeking **75 - minute** presentations covering the following topic areas in nine different tracks.

Sample topics for each track:

#### **Business Management and Quality**

- Organizational Structure I: Legal forms of business
- Organizational Structure II: Functional, geographic, client-based
- Successful recognition and monitoring of business "Vital Signs"
- Development of and adherence to quality standards, ISO 9001
- Knowledge management

- Ethics in decision-making
- Interdisciplinary reviews of business performance
- Business partnering and joint ventures
- Managing a multi-office operation
- Multi-profit centers vs. single profit center
- Capitalizing on staff strengths and seniority
- Increasing productivity and profits
- Ownership transition, business valuation, and mergers & acquisitions
- Managing international operations/global practice
- Building your competitive advantage
- Sustainability
- Green market opportunities

### **Finance**

- The balance sheet and income statement
- Project compensation terms and invoicing
- Accounting for project profitability
- Financial analysis for engineering firms
- Budgeting
- Business combinations
- Overhead accounting
- Federal cost accounting standards
- Financial reporting: income statement, balance sheet, cash flows
- Internal financial controls
- Value pricing
- Corporate taxation
- Corporate governance
- Accounting for stock options
- Financial aspects of ownership transition
- Business combinations
- Risk management
- Cash management
- Deferred taxes

### **Human Resources**

- Employment law and diversity issues
- Conducting employee orientations
- Workplace communication skills
- Performance Management I: Fundamentals
- Performance Management II: (giving feedback, risk management)
- Employee handbooks
- Conflict resolution
- Introduction to coaching & mentoring
- Software for HR professionals
- Benefit programs: how to manage health care costs, outsourcing
- Develop and evaluate performance/personnel surveys
- Successful use of outside training for staff development
- Compensation programs (bonus, etc. – best practices)
- Creating career development programs
- Managing retention
- Advanced labor relations
- Developing and implementing an improved work place environment

## **Information Technology**

- How to manage email on design projects
- Project management software
- IT management for a small firm or office
- Using email: Controlling spam and viruses
- How technology can improve project management
- Improved server management for design projects
- Managing the IT budget
- How technology can help reduce liability and risk
- Email policies: Risk and security
- Design and delivery in an electronic world
- Leveraging technology for better marketing/business development
- Archiving considerations, document management and retention
- Document sharing and storage
- BIM

## **Leadership**

- Cross-cultural business and human resources issues
- Coaching and mentoring
- Conflict resolution
- Teambuilding, collaboration and effective teamwork
- Problem solving and decision making
- Managing up, relationship dynamics, and political dynamics
- Integration of self, career and firm
- Emotional intelligence
- Developing leaders: energizing inspiring and empowering others
- Strategic thinking: visioning, mission development, and scenario planning
- Leading for creativity and innovation
- Systems thinking
- Entrepreneurial thinking
- Building strategic partnerships and alliances
- Global practice
- Ownership transition and stakeholder issues

## **Legal and Risk Management**

- Basics of contract documents
- Joint ventures and teaming
- Using EJCDC, AIA, ConsensusDocs, and other contract documents
- Types of business insurance
- Risk management (Indemnity, Limitation of Liability, Waiver of Consequential Damages, Pay When Paid, Liquidated Damages)
- Professional liability insurance
- Electronic signatures, website security, and E-Delivery
- Tort law for design firms
- Case studies in legal issues
- Advanced contract issues

## **Business Development**

- Teaching staff to sell and managing sales performance
- Branding
- Developing and delivering persuasive proposals and presentations
- Negotiating contracts

- Cross-selling
- How to differentiate your firm
- Measuring the return on your marketing/sales investment
- Planning for recessions
- Advanced sales techniques
- Building strong teaming relationships
- How to do a competitive market analysis
- Advanced Customer Relationship Management
- Methods for conducting client surveys
- Developing marketing leadership

### **Project Management and Project Delivery**

- Value-Based Delivery Systems
- Essentials of Design/Bid/Build, Design/Build, Design/Contract-Build, Design-Build-Operate, CM at Risk
- Integrated Project Delivery
- BIM essentials and implementation
- How to be a successful project manager
- Project management communication skills
- Introduction to partnering & teaming: necessary skills and anticipated results
- Using project management software
- Multi-disciplinary project management
- Developing project scope/schedule/budget
- Subcontractor management
- How to effectively serve client needs
- Electronic signatures, website security, and E-Delivery
- Project contracting (lump sum, fixed price, etc.)
- Building high value relationships
- Risk management, contracts, insurance
- Advanced concepts in alternative project delivery
- Delivering difficult messages
- Coaching/mentoring project staff
- Project manager's role in business development

## **Market Sectors and Opportunities**

These presentations should include up-to-date contracting opportunities and procurement methods from either federal agency programs or the private sector and should discuss budget outlooks, agency or industry organization and procurement methods. Organizations represented might include:

- U.S. Army Corps of Engineers
- Naval Facilities Command
- General Services Administration
- National Park Service
- Department of Homeland Security
- USDA
- U.S. Trade and Development Agency
- State Department/Bureau of Overseas Building Operations
- Department of Defense
- Health Care Market
- Airport and Private Transportation
- Hospitality Industry
- Shopping Centers
- Universities
- Hospitals/Medical Facilities
- Manufacturers

Presenters are requested to submit abstracts that reflect one of the above areas. Presentations are expected to make significant contributions to the professional dialogue and development of attendees' skills. Presenters may not market particular products or services.

ACEC membership is not a pre-requisite for participation. Selection criteria include the clarity of the proposal, the relevance of the topic to the design profession, motivational and practical value, and the quality and degree of interaction proposed between presenter and audience.

## ***BENEFITS OF PRESENTING***

- Complimentary registration to the Convention on the day that you are speaking.
- Publication of a 500-750 word session summary and PowerPoint presentation in the ACEC 2010 Annual Convention Electronic Compendium.
- Exposure of your services in ACEC publications, business networking contacts and further opportunities for public speaking.

**Please Note: ACEC does not reimburse presenters for any of their expenses related to speaking at the 2010 Annual Convention.**

## ***EXPECTATIONS***

- Hand-written proposals will not be accepted.
- Submit no more than two proposals per speaker.
- If you propose a panel of speakers, you are expected to disseminate and collect all ACEC forms and letters to the panelists.
- Provide a 500-750 word summary and a PowerPoint presentation for or outline of your topic for inclusion in the 2010 Annual Convention Electronic Compendium.
- Make no substantive changes in content, or of presenters, without prior approval from ACEC.

- Agree to have your presentation recorded for the benefit of those who cannot attend the session or meeting.
- Agree to work with an assigned ACEC committee to ensure all Council concerns are addressed prior to the presentation.

### ***SUBMISSION REQUIREMENTS***

The completed Presentation Entry Form must provide the following in order to be considered:

- a. If you are creating a panel, the interest and availability of all panelists must be *confirmed* in advance.
- b. Your ***Learning Outcomes*** must be identified. These describe what an attendee will know, understand, or be able to do as a result of attending your session.
- c. Your ***Session Abstract*** must be no more than 75 words (excluding presenter names). Presentation format and target audience must be included.

### ***PROPOSAL SUBMISSION***

If you have questions, contact the ACEC education department at (202) 347-7474 or e-mail [education@acec.org](mailto:education@acec.org).

**Electronic versions of proposals are required**, and all proposals must be received by Wednesday, July 22, 2009 at 5:00 p.m. EDT at ACEC's headquarters. Email to [education@acec.org](mailto:education@acec.org)



**PRESENTATION PROPOSAL SUBMISSION FORM**  
**ACEC'S ANNUAL CONVENTION & LEGISLATIVE**  
**SUMMIT 2010**  
WASHINGTON, DC APRIL 25-28, 2010

**2010 Proposed Presentation Title:** \_\_\_\_\_

Primary Speaker Name: \_\_\_\_\_ ACEC Member:  Yes  No  
More than one speaker? Y N (Please circle one.) See item D on page 2 to add additional speaker names.

ACEC Sponsoring Committee (if applicable): \_\_\_\_\_

Title, Firm, Institution: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Has the speaker ever presented for ACEC?  Yes  No

Year	Event	Title of Presentation

Neither ACEC nor the ACEC Institute for Business Management shall assume any responsibility or liability for the content of any presentation. Neither party shall represent that they are acting as an employee, agent or representative on behalf of the other. I have read and understand the conditions, benefits, and expectations in connection with being a presenter at the ACEC Annual Convention and agree to follow the guidelines set by ACEC and the Conference Curriculum Subcommittee.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Curriculum Area:** (select all that apply)

- Business Management**
- Finance**
- Human Resources**
- Information Technology**
- Leadership**
- Legal/Risk Management**
- Business Development**
- Project Management & Project Delivery**
- Market Sectors & Opportunities**

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Office Use  
Only

Name: \_\_\_\_\_

**A. Target Audience** (*Check as many as apply*)

- |  |   |
|--|---|
| <input type="checkbox"/> CEO/Principals                | <input type="checkbox"/> Business Development Professionals         |
| <input type="checkbox"/> Project Managers              | <input type="checkbox"/> Design Professionals                       |
| <input type="checkbox"/> Marketing Professionals       | <input type="checkbox"/> Information Technology Professionals       |
| <input type="checkbox"/> Human Resources Professionals | <input type="checkbox"/> Financial Professionals                    |
| <input type="checkbox"/> Environmental Professionals   | <input type="checkbox"/> Legal/Risk Management/Ethics Professionals |

**B. Target Firm Size** (*Check as many as apply*)

- Small Firm       Medium Firm       Large Firm

**C. Principal Presenter Biography:** (Limit 100 words)

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**D. If the session requires more than one speaker or a panel of presenters, please identify all participants:**  
(for more space, please attach another sheet)

Name, ACEC or other affiliation: \_\_\_\_\_

Firm/Institution, Title, Address: \_\_\_\_\_

**E. Most Important Instructional Objective:** (please choose one)

- |  |  |
|--|--|
| <input type="checkbox"/> Advance/change knowledge    | <input type="checkbox"/> Develop/refine skills             |
| <input type="checkbox"/> Create better understanding | <input type="checkbox"/> Reinforce values/change attitudes |

**F. Instructional Format:** (choose as many as apply)

- |                                  |  |  |
|----------------------------------|--|--|
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Case Discussion | <input type="checkbox"/> Demonstration |
| <input type="checkbox"/> Panel   | <input type="checkbox"/> Workshop        | <input type="checkbox"/> Other _____   |

**G. Learning Outcomes:**

List the top three things an attendee will be able to do/know after participating in your session:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Name: \_\_\_\_\_

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**H. The business practice implications of the proposed session are:**

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**I. Session Abstract:** (Used as the session description in ACEC brochures. Word Limit: 75)

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**J. Additional Information relevant to this submission:**

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