AIA Minnesota

Top Ten Tips for Submitting Proposals & Presenting Valuable Programs

1. **Program content cannot be product or service specific.** All presentation material must be non-proprietary. Your proposal will not be accepted if this criteria is not strictly followed. Architects are very aware when the seminar they attend is being used to sell products or services.

   Below are just a few of the comments taken from previous Conference program evaluations.
   - *Too much of a commercial and sales pitch*
   - *Some of the speakers came off as salesmen rather than experts*
   - *Too much a salesman-talk*
   - *Felt like a sales pitch; benefit to speakers rather than audience*
   - *Very knowledgeable but it was basically a sales presentation*
   - *This was clearly a sales pitch*

2. A proposal is less likely to be accepted if the content is too basic. Our goal is to differentiate our Conference programs from the types of programs that are regularly being presented in offices over lunch. We recommend that presentations dig deeper into the subject. Presentations are best received when they go beyond the basic overview.

3. A proposal is more likely to be accepted if the content is new and innovative.

4. Show application. Include a case study or two. Use photos to illustrate.

5. Selection of programs will be made in a manner consistent with AIA Minnesota's core values and Diversity Policy, with attention to ensuring that a diverse array of voices and perspectives are brought forward, in particular regarding gender and race/ethnicity.

6. Bring together speakers and/or panels who represent a variety of roles played within the project team: owner, contractor, engineer, landscape architect, interior designer, planner, etc.

7. If climate impacts the material you are presenting, provide info for a Midwest climate; or provide relevant applicability to the Midwest climate.

8. Talk about process. Focus on the "how" more than the "what".

9. Talk about solutions, not just problems. Show examples.

10. Present information that can be used to make architects better, more efficient, more economical.