CALL FOR PRESENTATIONS
IALD ENLIGHTEN AMERICAS 2016
13-15 OCTOBER 2016

CALL FOR PRESENTATIONS
The International Association of Lighting Designers (IALD) is seeking experts to present at Enlighten Americas 2016. Enlighten Americas will be held on 13-15 October 2016 at the Sheraton Buganvilias Resort & Convention Center in Puerto Vallarta, Mexico. Presentations will be accepted online at http://iald.me/enam16CFP (this URL is case sensitive).

LOCATION
Centrally located in Puerto Vallarta, this 475-room beachfront resort is less than a half-kilometer from the shops and restaurants bordering downtown’s Malecón oceanside walkway. The Sheraton Buganvilias Resort & Convention Center faces the oceanfront and features two pools with swim up bars, a spa tub, health and beauty spas, restaurants, and nightly entertainment.

AGENDA
The two-day Enlighten Americas 2016 conference will follow a three-track system, featuring courses in the Art, Science and Professional Tools Tracks.

ART TRACK: COMMUNICATING DESIGN
- What are the sources of inspiration in the artistic medium of architectural lighting design?
- What key elements in the artistic process lead to successful execution of architectural lighting design projects?
- How can the poetics of lighting design survive in today’s restrictive environment of light and energy regulation?
- How are architectural lighting designers’ artistic conceptions and vision effectively translated into great projects?
- What are some current and future artistic trends that are impacting the architectural lighting design process?
- What inspires you?

SCIENCE TRACK: SHAPING THE FUTURE
- What technological challenges will impact lighting designers related to sources, fixtures, controls and software?
- What cutting edge technologies exist that can be applied to practical lighting applications?
- Where will the need to apply new technologies come from – the desire to innovate design or the desire to meet codes?
- What are the latest developments and trends related to public buildings?
- How might alternative energy sources, like solar power, impact our work as designers?

PROFESSIONAL TOOLS TRACK: THE BUSINESS AND OPERATIONAL SIDE OF ARCHITECTURAL LIGHTING DESIGN
- What are the key factors in running a successful lighting design practice?
How will technology enable creative staffing and how can lighting designers more effectively manage a mobile staff?

What role will/does social media play in the lighting design business and how can it be leveraged?

How can a lighting design business grow in a rapidly changing economy? What are the trends impacting the lighting design profession and how do they affect a successful business?

What tools are critical to recruiting and managing staff effectively?

How can a lighting designer ensure that staff has the social, presentation and client management skills needed to make a business successful?

Contract negotiations, budgeting, marketing, hiring, firing, employee benefits, building a team – what are key tools to use in each of these fundamental areas?

STUDENT WORKSHOP
IALD is also looking for proposals for the 2 hour student workshop. Session proposals could include a mixture of hands-on activities, lecture, workshop, and group discussion. Think back to when you were first starting out as a lighting designer and what you know now that you wished you knew then. Share this wisdom with the students. Be sure to indicate in your proposal description that it is for the student workshop.

SESSION FORMATS
IALD encourages submission of sessions including lectures, group discussions, panels, workshops, breakouts and much more. Share as many details about your proposed format as possible in your proposal to allow the Content Advisory Group to determine the best time slot for your session.

PLEASE NOTE: Enlighten Americas is a no product show. Speakers cannot promote one product line over another or demonstrate with equipment from just one manufacturer.

SUBMITTAL DETAILS AND REQUIREMENTS
The IALD Enlighten Americas conference is intended to challenge traditional thought, identify trends/current pressures and motivate attendees to think “outside the box.” Seminars and workshops should be aimed at an experienced/advanced level. The audience will include lighting specifiers, lighting manufacturers and representatives, as well as architects, interior designers, educators and students.

SESSION LENGTH
Submitted sessions should be planned to fill 60 minutes. Attendees respond positively to mixed-type and interactive formats, where they can be involved in the discussion. Sessions must include time for questions and answers.

SUBMITTAL AND ACCEPTANCE
To be considered as an Enlighten Americas 2016 speaker, you must submit your proposal to the IALD by 4 January 2016.

SPEAKER COMPENSATION
Each speaker will receive the following:
Seminar, one speaker: $500.00 USD honorarium
Seminar, two or more speakers: $300.00 USD honorarium each
Economy-class travel to the conference up to a pre-agreed amount per speaker
One full-conference registration per speaker
If accepted as a speaker for Enlighten Americas 2016, you will agree to provide an outline of your presentation **no later than 1 May 2016** for review. In addition, you will agree to provide an electronic copy of your complete presentation **no later than 1 August** for inclusion in the conference proceedings materials.

**PROPOSALS WILL BE ACCEPTED ONLINE ONLY.**
**PROPOSALS MUST BE SUBMITTED BY 4 JANUARY 2016.**

**QUESTIONS**
If you have any questions, please contact Theresa Nissen, IALD Director of Training + Professional Development, at the IALD headquarters office by calling + 1 312 527 3677 or by sending an email to theresa@iald.org.
CALL FOR PRESENTATIONS SUBMITTAL FORM

PRESENTER 1

Name: ________________________________

Company: ____________________________

Address: ______________________________

__________________________________________________________________________

STREET     CITY     PROVINCE/STATE     POSTAL CODE     COUNTRY

Telephone: __________________________

Email: ________________________________

PRESENTER 2

Name: ________________________________

Company: ____________________________

Address: ______________________________

__________________________________________________________________________

STREET     CITY     PROVINCE/STATE     POSTAL CODE     COUNTRY

Telephone: __________________________

Email: ________________________________

PRESENTER 3

Name: ________________________________

Company: ____________________________

Address: ______________________________

__________________________________________________________________________

STREET     CITY     PROVINCE/STATE     POSTAL CODE     COUNTRY

Telephone: __________________________

Email: ________________________________
PRESENTATION PROPOSAL
A separate form must be submitted for each individual presentation/topic.

1. **Track** (please check one)
   
   Art □  Science □  Professional Tools □
   
   The session you submit should be 60 minutes in duration.

2. **Title of Presentation:** (64 characters maximum, including spaces and punctuation)
   Provide a clear, concise title that accurately reflects the session’s content. The IALD reserves the right to edit presentation titles.

3. **Delivery method** (please check as many as you plan to use – *if you select more than one, describe in the space below how you plan to split up the delivery methods*):
   - **GROUP DISCUSSION**
     a. Conversations are facilitated with thought-provoking questions
     b. Leader presents full audience with goals and thought-provoking questions that are then discussed in small groups. Each group identifies a spokesperson
     c. Leader involves spokesperson in reporting back key discussion points
     d. Much of session allows for attendee engagement but leader should have discussion topics and examples prepared in advance to spark conversation and thought
   - **TRADITIONAL**
     a. Formal presentation by the content leader
     b. Content leader will ensure time for Q+A and interactive discussion
   - **PANEL SESSION**
     a. Session explores an issue or theme from several different perspectives
     b. Session is typically split into two 45-minute segments for two presenters or three 30-minute segments for three presenters
     c. Formal presentation from each content leader allowing time for conversation and questions from attendees.
     d. Content leaders are to coordinate their presentations to provide a clear connection with each other around the central theme
     e. It is often helpful to have a moderator to coordinate the group
     f. Panel sessions are limited to three presenters
   - **CASE STUDY**
     a. Case Study is to illustrate an issue that is current, complicated and does not necessarily have clearly defined answers or outcomes
     b. Presenting only project images, the story of what transpired and/or using this as an opportunity to showcase work is **not acceptable**
c. Attendees are to learn what factors were considered when critical decisions were made, what key information was either obtained or overlooked, what mistakes were made, what problems were overcome and what lessons were learned, and what the applicability is for their work and businesses.

4. **Session abstract/description.** (250 words maximum)
   This abstract should specify how the content of the session:
   (a) benefits those who will attend,
   (b) enables attendees to improve their careers, practices, the profession and
   (c) expands attendees’ perspectives, challenges their thinking and promotes a productive exchange of ideas.
   The IALD reserves the right to edit session descriptions.

5. **Learning objectives.** (25 words maximum for each objective)
   Using *action verbs*, provide four learning objectives for session participants. These objectives should be able to measurably perform these objectives after the session. For example:
   After this session, participants will be able to **identify** W process for…
   After this session, participants will be able to **describe** X principles…
   After this session, participants will be able to **utilize** Y skills…
   After this session, participants will be able to **evaluate** Z criteria…

   The IALD reserves the right to edit learning objectives for length and clarity, and to meet course approval requirements for those seeking continuing education credits (e.g. AIA, NCQLP, etc.)

   PLEASE LIST THE FOUR (4) LEARNING OBJECTIVES THAT WILL BE COVERED IN YOUR PRESENTATION.

   **LEARNING OBJECTIVE 1**

   ____________________________________________________________

   **LEARNING OBJECTIVE 2**

   ____________________________________________________________
LEARNING OBJECTIVE 3

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LEARNING OBJECTIVE 4

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_____________________________________________________________________________________

6. Please upload a full CV of each speaker, including past presentation history and expertise on the presentation topic.

7. Please list references from two (2) different organizations for which you have been a speaker, preferably within the last two (2) years:

   Title of Presentation ________________________________________________________________
   Date of Presentation ________________________________________________________________
   Organization_______________________________________________________________________
   Contact name______________________________________________________________________
   Phone number_______________________________________________________________________
   Email_____________________________________________________________________________

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