CALL FOR PRESENTATIONS
IALD ENLIGHTEN AMERICAS 2018
11-13 OCTOBER 2018

CALL FOR PRESENTATIONS
The International Association of Lighting Designers (IALD) is seeking experts to present at Enlighten Americas 2018. Enlighten Americas will be held on 11-13 October 2018 at the Motif Seattle, in Seattle, Washington USA. Presentations will be accepted online at ialdenlightenamericas2018cfp.hubb.me.

LOCATION
Seattle, a city on Puget Sound in the Pacific Northwest USA, is surrounded by water, mountains and evergreen forests, and contains thousands of acres of parkland. Washington State’s largest city, it’s home to a large tech industry, with Microsoft and Amazon headquartered in its metropolitan area. The futuristic Space Needle, a 1962 World’s Fair legacy, is its most iconic landmark.

Motif Seattle, a Destination Hotel, is a 4-star hotel in the Central Business District of Downtown that is inspired by the area’s rich fashion scene. Located on Fifth Avenue between Pike and Union Streets, the hotel offers locally-inspired fashion-forward guestrooms and suites with sweeping views of the city skyline, the Waterfront and the Olympic Mountains. In the center of the city’s energy and culture, Motif Seattle is surrounded by the city’s finest restaurants, shopping, entertainment venues, museums and local attractions.

AGENDA
The two-day Enlighten Americas 2018 conference will follow a three-track system, featuring courses in the Art, Science and Professional Tools Tracks.

ART TRACK: COMMUNICATING DESIGN AND THE ARTISTIC/CREATIVE SIDE OF LIGHTING 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 / LATEST RESEARCH
- What technological challenges related to sources, fixtures, controls and software will impact lighting designers?
- 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?
- How might alternative energy sources, like solar power, impact our work as designers?
- Some potential topics suggested by attendees at Enlighten Americas 2016 are:
  - IoT (the Internet of Things)
  - Integrating RGB controls with architectural setting
  - Project Management strategies
  - LED/Control Integration/Project Case Studies
  - Cross-discipline topics
  - Theory-based Ideas and the Latest Research

PROFESSIONAL TOOLS TRACK: THE BUSINESS AND OPERATIONAL SIDE OF ARCHITECTURAL LIGHTING DESIGN
- What are the key factors/challenges 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 office management tools do you use?
- 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?
- How to make your own promotional videos or marketing materials.

WORKSHOPS
IALD is also seeking proposals for two hands-on workshops: a STUDENT WORKSHOP (2 hours in length) and an ADVANCED workshop for Lighting Designers (2-4 hours in length). Session proposals must include hands-on activities but can also include a lecture and group discussion.

Past successful workshops have included assessing lighting measurement tools and crafting human-centered spaces. Future potential topics could include:
- Film making for your process or practice
• Understanding controls
• Optical design and implementation
• IoT (Internet of Things)
• 3D printing in the design process

SESSION FORMATS
IALD encourages submission of many session formats, 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
Speakers may submit sessions for 30, 60 or 90 minutes or for the longer workshops. 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. All 90-minute or longer sessions *must* include some type of interactivity such as hands-on activities, small group discussion, etc.

SUBMITTAL AND ACCEPTANCE
To be considered as an Enlighten Americas 2018 speaker, you must submit your proposal to the IALD by 2 January 2018.

SPEAKER COMPENSATION
Each speaker will receive the following:

- Seminar, one speaker: $500 USD honorarium
- Seminar, two or more speakers: $300 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 2018, you will agree to provide an electronic copy of your complete presentation no later than 15 September 2018 for inclusion in the conference proceedings materials.

PROPOSALS WILL BE ACCEPTED ONLINE ONLY.
PROPOSALS MUST BE SUBMITTED BY 2 JANUARY 2018.
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.