NAME OF COMPONENT: AIA Virginia

CONTACT: Corey Clayborne

COMPONENT SIZE: More than 1,000 members

PROGRAM TITLE: ACE Virginia

CORE SERVICE: Education

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
Developed in 2018, ACE Virginia is a joint venture of the American Institute of Architects, Associated General Contractors and American Council of Engineering Companies of Virginia. The purpose of the joint venture is to provide unique and specific one-day Joint Owner Forums (JOF) to educate and promote best practices of the design and construction industry to our members, owners, developers, and the general public. Joint Owners are defined as entities that are clients to all three membership bases. Each event is two hours of structured information and dialogue exchange followed by a networking reception to facilitate business development opportunities.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
Each forum typically provides 2 LU's. We have found that by scheduling the forums around the state of Virginia, we are able to offer all of our AIA members, regardless of component or geography, access to component Continuing Education programming. Amazingly we have found that when business development is involved, members will drive any distance around the state to attend!

WHO IS THE INTENDED AUDIENCE (include size and demographic)
Naturally, due to the partnering organizations of ACE Virginia, the event participants are architects, engineers, and general contractors. After our first three forums, the events positively impact and serve those that procure and provide design and construction services. 75 to 100 attendees attended each JOF.

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)
- $6,500 in expenses per event
- $1,600 Venue rental
- $3,150 Food and Beverage (inc. tax & services) at $42 pp
- $900 Travel Stipend - Panelists (est. 5 panelists and moderator)
- $25 Supplies (name tags, pens, etc.)
- $650 Targeted Direct Mail Marketing
- $175 Wayfinding Signage/Sponsor Board (3 - 24x36 boards)
- $6,500 in revenues per event
- $4,000 Registrations (ext. 80)
- $1,000 Sponsorships
- $1,500 AIA Trust Grant (won in 2018)

**HOW (list the steps or process to implement this program, be as specific as possible)**

A JOF is typically planned for two-hours of structured information and dialogue exchange followed by a networking reception to facilitate business development opportunities.

1. Form relationships with the key leaders/stakeholders of your statewide AGC and ACEC organizations.

2. Discuss topics. ACE Virginia topics have included technology (BIM), sustainability policy, SWAM business integration, strengthening business development relationships with the Department of General Services.

3. Discuss Panelists. ACE Virginia panels have included the Commonwealth's DGS, stakeholders, and procurement decision-makers within universities, local governments, K-12 schools systems, health systems, economic development partnerships, and other interested parties.

4. Submit program to CES for LU approval.

5. Select the venue and food beverage vendors.

6. Sell sponsorships

7. Create marketing language/invite.

8. Print signs

9. Hold event

10. Sent thank you’s

11. Submit LU's to AIA