NAME OF COMPONENT: AIA Los Angeles

CONTACT: Carlo Caccavale

COMPONENT SIZE: More than 1,000 Members

PROGRAM TITLE: Encompass: Equity, Diversity and Inclusivity in the Architecture Profession

Core Service: Advocacy

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
Encompass is the annual AIA|LA conference focused on actualizing diversity and inclusiveness in order to advance the profession, generate opportunity, and better serve the demographics of the region. The conference also hosts a feedback session where the audience of diverse professionals (where all races, ages, genders, and experience levels are represented) has a chance to comment on the implementation of Equity, Diversity and Inclusivity for the Chapter. In 2018, the AIA|LA used this feedback portion of Encompass to present and collect input on the Chapters well-received Equity, Diversity and Inclusivity Best Practices Guide (EDI Guide).

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
Advocacy – Empower members to advocate for themselves and their profession: Encompass panels and speakers are made up out of AIA members alongside other industry experts in their various fields. It provides our members a chance to be the expert in front of a collection of peers and industry partners.

Membership – Seek member feedback for EDI Best Practices Guide

Education – Offer AIA members access to Continuing Education Programming: Offering 7 CES Learning Units, the conference is a great chance for members to complete almost half of their needed units in a single day.

WHO IS THE INTENDED AUDIENCE (include size and demographic)
To include as diverse a crowd as possible while still maintaining an intimate group, this conference should attract anywhere from 50-150 people. As with all conferences, our conferences aim to engage our AIA members (architects, associates and allied affiliates) with outside sectors, such as government officials and non-profit organizations, and allied sectors, such as technology or business entities and entrepreneurs. Additionally, Encompass has the goal of including people from a variety of age groups and experience levels, not just the traditional interpretation of diversity, which includes race and gender. Actualizing diversity means providing space for emerging professionals to network with FAIAs, and unlicensed designers with firm principals.
WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)

At the AIA Los Angeles, our rule is to spend no more than 50% of our income from a conference or event. This is because we must factor in staff resources and time – these are expenses which are not calculated in budgets, but are important to consider for big picture finances.

For our conference of ~125 attendees, we have the following expenses:
- Catered Breakfast & Lunchboxes ($25/person) - $2,400 (no need to factor in all attendees for breakfast...many will come late). Additionally, Encompass can be shortened to only include breakfast or lunch – we host an all-day conference, but a morning session or lunch session would be acceptable.
- Venue – $2,500, however, this can easily be donated by a local church, community center, or a sponsor. Chairs for attendees and presenters (on stage) and two 6’ tables (for catering) will be needed.

Total expenses for 125 people: $4,900

In conferences, you can sell tickets and sell sponsor bundles that include tickets. For example, if you offer a $1,500 Sponsor Option, you can include 5 tickets and also promotion of the Sponsor in the program (printed and/or digital).

For a 125 person conference, we received $19,500 in sponsorship from AIA member firms and Allied Affiliate companies (engineering firms, steel manufacturers and consultants). We only sold 29 tickets ($2,235 in income) but provided sponsors with another 75 tickets through their sponsor packages. We also provided 25 complimentary tickets for architecture students, local non-profits, and media partners. This totaled 158 registrants, 125 of whom actually showed up.

Total income: $21,735

This conference provided us with a $16,835 profit in 2018.

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

We use the below checklist for all conferences:

- **5 Months Out**
  - Confirm location, date, and format
  - Determine subcommittees (graphics/material for print, sponsorship, and content)
  - Develop content & confirm keynote speaker and/or panelists+moderators – out of town costs + BUDGET
  - Develop graphics for event logo + eventual printed materials

- **4 Months Out**
  - Create event hashtags and marketing strategy
  - Confirm speakers and panels
  - Send all speaker bio’s & headshots (if publishing online)
  - Sponsorship / Outreach - website, LinkedIn, FB, Instagram, Twitter, etc.
  - Open tickets for sale + roll out AIA Marketing
Follow up host location: confirm logistics and/or perform walk-through (what is/isn’t provided: security, stage, AV/PA, trash/recycling, load in/set-up requirements, check-in area, PERMITS, wifi, parking, etc.)

- Procure Cert. of Insurance for venue + approval for subcontractors, as needed
- Subcontractor Coordination (Furniture for stage, AV/PA, Catering, Print Order estimate, rentals) + BUDGET

3 Months Out
- Sponsorship / Outreach - website, LinkedIn, FB, Instagram, Twitter, etc.
- Sponsorship: Confirm all logos in Google folder for AIA + graphics
- Develop graphics for printed program + sponsor boards
- AV Equipment confirmation / finalize and pay invoices, add to + BUDGET
- Submit for CES Learning Units (4 learning objectives req.) + share with AIA|CC
- Email all Annual Sponsors for RSVP’s/tickets
- Post-event planning? Happy Hour, follow-up Committee meeting

2 Months Out
- Sponsorship / Outreach - website, LinkedIn, FB, Instagram, Twitter, etc.
- Sponsorship: Confirm all logos in Google folder for AIA + graphics

1 Month Out
- Program / Sponsor Boards / Print Material to AIA for Proof
- Sponsorship / Outreach - website, LinkedIn, FB, Instagram, Twitter, etc.
- Sponsorship Print Deadline: Confirm all logos in Google folder for AIA + graphics
- Caterer confirmation, with menu (veg, GF, vegan options?), timing, est. attendance
- Draft master PPT presentation + sponsor loop, incorporate CES slides

2 Weeks Out
- All Program / Sponsor Boards / Print Material to Print
- Schedule Panel / Moderator Conference Call

1 Week Out
- Submit all speaker PPT Presentations (widescreen 16:9)
- Venue walk-through with subcontractors and AV Check, as needed
- Print name badges for all attendees, sponsors, BoD, Committee, staff, etc.
- Print “Reserved” signs as needed for venue, table top signs for breakout sessions, etc.

2 Days Out
- Confirm all arrival logistics (presenters, ticket holders, committee, attendees) w parking + program
- Print last batch of name badges + prepare check-in materials

- Additional Considerations:
  - Format of AIA webpage for conference >> Powerful V example
  - HERE: https://www.aialosangeles.org/aiala-events/powerful/
  - Volunteers to live stream/document event
  - Photography
  - Potential Video
  - Press Release
  - Media
  - For the feedback portion of the conference, it is crucial to do a live editing session. This allows participants to actively see their voices and suggestions woven into Chapter policy.
    - First, write the first draft – do the research, create the formatting, and consult your Board of Directors for content.
    - Second, send the written materials via email to registrants ahead of time to allow them to review the document and prepare notes for the live comment session.
    - Third, at the conference, do a live editing session. This can be digital, or simply a pen and paper. We shared the document (EDI Guide) on the presentation screen and live edited during the conference as comments were given.
    - Fourth, send the final edited document to all conference registrants.