

## TACTICAL TIPS FOR SUBMITTERS ASLA CALL FOR PRESENTATIONS

1. The average meeting attendee has 15-20 years of professional experience. Presentations should be geared toward an intermediate to advanced professional audience. Spend less time on overviews and more time on drill down and technical information.
2. ASLA encourages submissions that focus on a topic/trend/principal/issue supported by multiple case studies, rather than submissions featuring one case study.
3. Presentations can be made more valuable when designed with a panel that includes multiple voices or varying points of view. Consider including co-presenters and panelists from allied organizations, collaborative partners from other design disciplines, clients, competitors, researchers, commercial vendors, specifiers, practitioners, etc.
4. Submissions from commercial vendors or allied organizations are more favorably reviewed if they include a landscape architect (an ASLA member) on the panel that uses their product or service. Consider inviting a competitor to compare and contrast technologies and their applications. Avoid sounding like a commercial for your product, and instead share your knowledge as an industry expert. If your company conducts research, share that information in your presentation. Most sessions will be submitted to the Landscape Architecture Continuing Education System (LA CES) which requires sessions to be exempt from product-specific proprietary information and the naming of specific products.
5. ASLA discourages Education Session presentations specific to the host city. Tours and Field Sessions are the most appropriate venue to focus on local interests, while the education sessions focus on topics/trends/principles/issues applicable to members from across the country. We aim to offer a program of national interest. Note: Tours and Field Sessions are organized through the host chapter committee leaders. Field sessions require a higher level of documentation of educational content but because of this may qualify for LA CES and enabling attendees to earn continuing education hours.
6. ASLA meeting staff reserves the role of selecting firms to be highlighted in the *Inside the LA Studio* series and does not consider self-promotional submissions from individual firms through the Call for Presentations. Selection for this series is honorific in nature, as it looks to celebrate a firm's substantial collective contribution to the profession.