

## **FORUM 2019 PLANNING TEAM - TORONTO**

The host committee can make or break an AIAS FORUM. While the National Office team and officers will bear a large part of the burden of preparing AIAS FORUM, if the local host committee is not active or effective then the success of AIAS FORUM diminishes rapidly. Selecting a group of powerful leaders to support the AIAS FORUM Chairperson is the single most important task for that chairperson to accomplish.

\*\* A note on collaboration: It is important to keep in mind that just because one of the committee members has something listed as a responsibility does not mean that they should just do this on their own. The AIAS encourages the committee to work together as a team. To use committee meetings to discuss opportunities and challenges and to work with both other committee members and other members of the host chapter to accomplish their goals. The purpose of having a specific person tasked with a specific responsibility is to ensure accountability, and to prevent everyone from focusing on one aspect of the event to the neglect of others.

## **ROLES AND RESPONSIBILITIES**

### **PLANNING CHAIR**

The AIAS FORUM Chair has the overall responsibility for everything that the Host Committee pursues. The chair is the liaison with the national office, the school, the AIAS Board of Directors, the local chapter, and frequently also with supporting local groups like the AIA and firms.

The Chair has the ultimate authority over the committee. The chair appoints and may remove members of the committee at their discretion. The chair provides regular reports to the National Office and to the AIAS Board of Directors. The chair is the ultimate decider on every topic as it relates to the committee.

The Chair also has a speaking role at the end of each general session alongside the Executive Director. Announcing special items, highlighting specifics of the conference and representing the local chapter (Please see additional responsibilities sheet).

### **VICE CHAIR**

The role of the Vice Chair is to support the FORUM Planning Chair throughout the year leading up to the conference. Some of these role responsibilities would include: running committee meetings when the Chair is absent, being a second on-site point of contact of everything that is FORUM, as to provide an additional basis of knowledge for the national office. This role can be held jointly with another role on the planning team (with exception of the Chair).

### **EVENTS DIRECTOR**

This position is responsible for coordinating the social events for the event. Specifically, for locating a suitable venue for the Honor Awards reception, a location for the Council of President's reception, the venue for the Beaux Arts Ball, the suggestion of local spots for tours and recreation, and the creation of the scavenger hunt locations, clues and execution.

### **MARKETING DIRECTOR**

Due to the importance of visual design to our membership and organization, this position does all of the marketing items that support and promote the theme of the conference, including promotional materials, including, but not limited to: the conference brand and logo, develop the promotional



marketing and social media plan, badge design, Honor Awards award, material for chapter distribution, volunteer t-shirts, program, all on-site signage, thank you cards, and any promotional videos.

## **PARTNERSHIPS DIRECTOR(S)**

These two positions are responsible for acting as a direct link between important partners to the success of the event as well as providing suggestions for local partners/sponsors that the national office can reach out to in order to secure funding and other support from the local community.

Specifically this role is tasked to be the direct liaison with the local AIA chapter, the Host Chapter, the school faculty and administration, and any other important partners that should be informed and promoted to about the event.

In addition this position is responsible for providing a list of firms in the area with contact information for the purpose of establishing the firm crawl, and in working with the volunteer coordinator and the national office to ensure the success of the firm crawl portion of the event.

In addition the Partner Directors should provide a list of local press and other communications groups that would be interested in covering the AIAS FORUM event. And may act as a liaison with these groups as tasked by the national office.

Finally, this position is expected to submit a list of companies, school materials suppliers, local architectural institutions and supporters for the purpose of the AIAS national office contacting them for financial support.

## **PROGRAMMING DIRECTOR**

This position is responsible for submitting the list of suggested speakers for both keynote sessions and for the concurrent sessions that happen during the day. Details on the speaker selection process are outlined below. This person will create the request list and create and mail/email/call prospective speakers to create an initial outreach request as coming from a local student. Once the initial contact is made and the speakers interest obtained, the National Office will handle the logistics of the speakers for the conference itself. The coordinator should keep the National Office copied on all outreach and communications.

While the National Office is the final arbiter of speaker selection, every effort is made to obtain speakers requested by the host chapter. This role is the second most important role after the Chair position. Speakers selected by the coordinator should have some connection with the theme or school. Only speakers with contact data provided by the coordinator will be considered for AIAS FORUM.

## **SITE DIRECTOR**

The Site Director is responsible for the execution of site specific items during the conference, including walking tours. The Site Director should compile a complete list of tours, develop those tours, and then develop site/area and directional/travel maps for attendee ease. The site director will also create a site map for dining options while attendees are in the city.

## **VOLUNTEER DIRECTOR**

The event requires a number of volunteers to be successful. The Volunteer Director is responsible for reaching out to the host chapter(s) and securing enough volunteers for a successful event. They are also responsible for setting up the schedule of the volunteers at the event, for ensuring that



volunteers are punctual and attend their designated sessions, for arranging coverage for volunteers who cannot cover their specific times and for providing the National Office the list of volunteers along with the schedule to ensure that volunteers receive their discounted registration. The Volunteer Director should plan to meet up with the meeting planner each morning and also to hold a volunteer meeting each morning to inform volunteers on any changes, etc.

## QUALIFICATIONS

- Must be a member of the AIAS at the time of appointment.
- Strong knowledge of the Toronto area through previous residence or another scenario
- Preferred but not required: previous attendance to one (1) FORUM conference
- Preferred but not required: past AIAS leadership experience (locally or nationally)
- Preferred but not required: demonstrated event planning experience

## NEXT STEPS

- All applications must be submitted by **11:59 PM EST, Sunday, April 29, 2018**.
- Phone and/or Google Hangout interviews will be scheduled concurrently with all candidates selected as finalists.
- The preferred candidate will be notified prior to Grassroots 2018, recommended to the AIAS Board of Directors, and officially announced during the Grassroots Leadership Conference in Washington, DC (July 19-22, 2018).