



Art of Practice 2025

When: March 14, 2025

Where: Tower Club Tysons Corner in Vienna, VA

BOD Update: 4.11.25

Purpose

To convene a diverse cadre of decision-makers, seasoned and emerging leaders of traditional firms, sole proprietors, allied organizations, educators, etc. for a one-day forum intended to cultivate strong leaders, identify solutions to common business challenges, advance business practices, fuel collaboration across the profession, with a focus on creating and fostering a healthy firm and team culture.

Program Goals

- Attract and increase Emerging Professionals' participation
- Increase participation from 2023: 50-75ppl in attendance
- Sponsorships: \$4500 or more
- Contribute \$3000 or more to the budget

Program

The agenda featured:

- Winning Work: Storytelling and the Value in Architecture presented by Kelly O'Keefe
- Rethinking the Future of Work: Neurodiversity in Design presented by Corrie Cohen, Assoc. AIA and Alison Allred, CID, IIDA
- Broad Perspectives: Macroeconomics presented by Dr. Keith Waters
- Moderated Peer Panel Discussion: Strategic Planning for Strong Firm Culture featuring Donna Phaneuf, FAIA; Scott Campbell, AIA; Susan Pryor, AIA; Mel Price, FAIA
- Firm Size Roundtable Discussions
- Roundtables Report-Out
- Cocktails and Networking

Attendee Experience

43% of attendees (18 ppl) completed the survey. Results indicate that 100% of these attendees agree or strongly agree that the program and presenters met their expectations. Overall, attendees liked the venue and expressed how inspiring the content was. Recommendations for improvement included a desire for a few more people in the room, more bathroom breaks, and presenters staying for the day to have follow-up conversations.

Post-Event Content Dissemination

An article and photo gallery will be included in the next issue of the newsletter on 4/16/25.

Registration

45 people registered
3 no shows (one architect and two program sponsors)
44 people in attendance (including Delaney + Cathy)

Preliminary Financial Performance

Budgeted

Total Ticket Revenue: \$5,000
Total Sponsorship Revenue: \$2,500
Direct Expenses: \$4,500
Attendance goal: 50-75 ppl

Actual (Preliminary)

Total Ticket Revenue: \$5,302.50
Total Sponsorship Revenue: \$6,000
Direct Expenses: \$8,520.20
Attendance: 44