



DESIGN | TECHNOLOGY | INFORMATION

Dec. 3 + 4, \$130 Full Series; Individual Classes \$20

[Register at http://insight09.eventbrite.com](http://insight09.eventbrite.com)

Solar Power and Architecture

Technical and Financial Solutions for On-site Solar Power in an Urban Context (1.5 SDs)

December 3, 9:00am - 10:30am

Instructor: David Adams, Buildings & Energy LLC

Urban environments hold a unique set of challenges to implementing on-site solar power in new buildings and major renovations. Roof-mounted equipment and the city skyline may lead to shading problems while added costs for on-site solar can make owner buy-in difficult. Using case studies from Portland and California, **David Adams** of Buildings & Energy LLC will discuss:

- Technical and layout solutions to shading issues
- Suggestions on design criteria and constraints
- Sizing solar arrays
- Compatibility of solar arrays and living roofs
- Solar feasibility analysis
- Estimated costs
- Available subsidies and incentives

2009 Solar Decathlon: Refract House (1.5 SDs)

December 3, 10:30am - 12:00pm

Instructor: CCA and SCU Student Team

Students from Santa Clara University and California College of the Arts will discuss their award winning "Refract House," an 800-square-foot house designed for the 2009 U.S. Department of Energy's Solar Decathlon. Part of a global competition, featuring 20 school teams from around the world, the solar-powered house was on display from October 9-18 at the National Mall in Washington, DC.

Global Fund for Women Tour, 222 Sutter Street (1.5 HSWs)

December 3, 1:00 – 2:30pm

Instructor: Lisa Bottom-Duvivier, Gensler

The Global Fund for Women is an international network of women and men committed to a world of equality and social justice. Join Lisa Bottom-Duvivier of Gensler for a tour of the nonprofit's recently renovated 14,000 square foot headquarters in the heart of downtown.

Rainwater Catchment Systems (1.5 SDs)

December 3, 3:00pm - 4:30pm

Instructor: William Roger, HOK

As part of a firm-wide community service effort, HOK San Francisco helped transform an unused back lot of an urban elementary school into an outdoor classroom. The project, which was a joint effort

with the Rebuilding Together, the SF Public Utilities Commission, and the SF Green Schoolyard Alliance, features a rainwater collection system that can hold up to 1,300 gallons of rainwater and planter areas for vegetable gardening. Join William Roger of HOK as he discusses this new model for teaching innovation and environmental sustainability through hands-on engagement with natural resources, water recycling, composting, and gardening.

Strategic Communications Planning: the Art of Differentiation from RFP to Final Interview (1.5 LUs)

December 4, 9:00am - 10:30am

Instructor: Dan Sapp, Dan Sapp & Associates, Inc

In a mature market, showing a portfolio of beautiful buildings isn't always enough. Sophisticated clients hire the design team that will help them achieve their vision and meet their business objectives. In this interactive program, Dan Sapp provides a process for developing and delivering a compelling, "value-focused" message that highlights your firm's ability to meet a client's objectives. Dan will also demonstrate a thinking process for deepening professional relationships by:

- Understanding a selection committee's core decision-making drivers
 - Identifying a core message, supporting ideas, and strategic images
 - Achieving the results you want
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Digital Relationship Management: Leverage Workflow, Time & Staff with a Web CMS (1.5 LUs)

December 4, 10:30am - 12:00pm

Instructor: Peter Bluhon, BLUHON Collaborative Solutions

During this session you'll learn how to:

- Set up a Web-based CMS built around your office's workflow, digital assets, and work type.
 - Store, tag, and reuse images and files for marketing, publishing, and sharing.
 - Set up a project catalogue in a Web CMS for effective reference, Web publishing, and marketing use.
 - Use a Web CMS to work with off-site employees, consultants, and collaborators.
 - Use a Web CMS to develop "micro-sites" to organize and streamline project communication and document sharing with team members, both in and outside the office.
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The 2.0 Practice (1.5 LUs)

December 4, 1:00pm - 2:30pm

Moderator: Amanda Dameron, Dwell

This elite roundtable discussion on the impact of social networking on the design practice and their potential as marketing and business development tools will highlight strategies for incorporating social media into your overall business plans.

Featured speakers include:

- Architect **Mark English**, principal of Mark English Architects and creator of the blog, The Architect's Take;

- Interior designer **Joel Robare**, principal of JR Studio, a boutique firm with offices in San Francisco and Chicago; and
- **Mike Plotnick**, corporate communications manager for HOK.

They will also share some of their success stories using LinkedIn, Facebook and Twitter as well as blogs and video blogs. Finally, they will talk about how they integrate their online and offline communication efforts to differentiate themselves from their competitors and attract clients. **Amanda Dameron**, Dwell Magazine online managing editor, will moderate the roundtable.

Business Development: Using Your Website as a Marketing Hub (1.5 LUs)

December 4, 2:30pm - 4:00pm

Instructor: Barry Harrison, Resolve Digital

Does your marketing consist of handing out business cards and hoping people will visit your site? Building on the case studies presented in the 2.0 Practice, this session with **Barry Harrison** of Resolve Digital will help you select the best tools and techniques to build credibility and engage in new and exciting ways with potential clients. Learn how you can grow your website into an effective marketing hub that

- connects traditional and online marketing tactics;
- reaches your target audience; and
- raises your profile and generate leads.