

Learning Outcomes

Strategically plan your Awards – A CPD workshop for architects

At the end of this 1-hour workshop, you should be able to:

- ✓ Strategically plan your awards to enhance your practice's reputation in the sector/s where you'd like to win new projects in future;
- ✓ Determine which of your recently completed projects you'll enter into the various awards programs;
- ✓ Select the awards programs that are most likely to generate media coverage to position yourself or team members as thought leaders or subject matter experts;
- ✓ Select the awards programs that are most likely to connect and engage with future ideal clients; and
- ✓ Understand the importance of gathering client feedback for your use in your awards entries and other marketing materials.

- **The workshop is equivalent to 1 hour / point of formal CPD and will deliver outcomes related to the following Competencies from the National Standard of Competency for Architects 2021:**

PRACTICE MANAGEMENT AND PROFESSIONAL CONDUCT

PC1 Comply with the regulatory requirements and obligations pertaining to practice as an architect, including legislation, professional codes of conduct, obligations for continuing professional development and professional indemnity insurance.

PC7 Apply and follow processes for clear and consistent communication with clients and relevant stakeholders throughout the project, including obtaining approvals from clients and stakeholders.

APBSA Core Areas: Practice Management