

Learning Outcomes

Turn your Awards entries into Marketing Gold – A CPD workshop for architects

At the end of this 2-hour workshop, you should be able to:

- ✓ Reframe your approach to awards entries and the marketing activities that follow;
- ✓ Expand upon your definition of success from previous years;
- ✓ Determine which recently completed projects and awards programs best suit your marketing objectives;
- ✓ Identify the characteristics that jurors are seeking in awards entries;
- ✓ Respond to the criteria and prepare compelling copy;
- ✓ Use client feedback in your submissions;
- ✓ Use your entry text to appeal to three different audiences;
- ✓ Determine which projects you'll enter into the various programs;
- ✓ Target your post-Awards messaging towards future clients;
- ✓ Define your ICA and USP for each Awards project;
- ✓ Choose appropriate delivery channels to promote your project/s; and
- ✓ Employ SLD's Content treatment template to streamline your marketing activities, going forward.

The workshop is equivalent to 2 hours/points 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.

PROJECT INITIATION AND CONCEPTUAL DESIGN

PC34 Communicate conceptual design proposals and associated information to client, stakeholders and communities using appropriate and culturally responsive methods appropriate to different audiences.

DETAILED DESIGN AND CONSTRUCTION DOCUMENTATION

PC60 Apply appropriate methodologies for undertaking post occupancy evaluations and life cycle assessment where required under terms of engagement.

APBSA Core Areas: Design, Project Delivery, Practice Management