

# Call for Proposals

Your **AU 2020** guide to submitting a proposal

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# AU conferences go digital in 2020

We're hosting Autodesk University (AU) conferences as digital experiences in 2020 to safeguard the health of our customers, partners, employees, and the broader global community.

Sharing your knowledge with your industry peers is as important as ever, together with the **opportunity to make and build a better world**. While the essence of AU remains unchanged, speakers will have a new experience this year. Some classes will be offered live during a designated timeframe, and most AU 2020 classes will be delivered via video recording with options for online audience engagement using scheduled office hours.

## Part 1: BACKGROUND

Autodesk University (AU) is a year-round learning community for today's design and engineering professionals. Whether you're contributing expertise and helping drive change in your industry, learning from your peers and adopting new practices, or connecting with like minds who are solving similar everyday challenges, you're part of something special. **You are AU.**

AU provides an opportunity for professionals from the fields of construction, manufacturing, architecture, media and entertainment, and engineering to connect, share knowledge, and explore the technologies that shape our industries and our world.

Most AU classes are designed and led by industry professionals for industry professionals. As an AU speaker, you'll share your innovative workflows, case studies, solutions, and practices, and offer insights into the future of your industry.

Your class has the potential to reach a global audience of thousands who attend AU 2020 as a digital experience. Afterwards, your content will be accessible for free on the Autodesk University website, part of a perpetual learning experience that inspires and advances industry practice year-round.

## Part 2: BASICS

### How to use this guide

The Call for Proposals (CFP) Guide is divided into six parts for convenient reference. Particularly due to the new global digital experience in 2020, we recommend that both first-time submitters and seasoned speakers use the guide to create a proposal with the best possible chance of acceptance. If you have specific questions after reading the guide, check out the FAQ in Part 6.

## Submit a class, article, or Theater talk

For AU 2020, you can submit a proposal to teach a class, write an article, and/or give a Theater talk.

- **Teach a class**—Submit a proposal to teach a 60 or 90-minute class to share case studies, innovative workflows, or other expertise. Read on for how to submit your proposal.
- **Write an article**—Articles are a new format in 2020. Submit an article proposal to share your expertise with the AU community in written form. See Part 4 for details.
- **Give a Theater talk**—Are you an inspirational leader with a perspective on the future of your industry? Submit a proposal to present a 15-minute Theater talk. See Part 5 for details.

## Submitting a class proposal

The first step to becoming an AU speaker is submitting a proposal for a class you'd like to teach. This is your chance to share with the AU community how your work is advancing, how new workflows are improving your design and engineering practice, or how you're approaching and using technology in new ways. What should others in your industry know and how should their efforts evolve to keep pace with today's changes? Whatever you design, make, or build, we want to hear what you're doing to drive innovation in your field.

With the digital format of AU 2020, your class has the potential to attract a global audience of thousands during the digital experience. Afterward, your class will be accessible year-round on the AU website.

There are many factors to consider when you submit a proposal for AU, especially if you've never done so before. Consider the following information to help you craft a proposal with the best possible chance of acceptance.

1. Class proposals are submitted using an online form. You'll need an Autodesk ID to sign in. If you don't already have an Autodesk ID, you can create an account now or when you submit your proposal. It's easy and quick to do. Visit the [Autodesk Account page](#) to create your account.
2. You will use the same proposal submission form for all AU experiences. Visit the [AU Call for Proposals page](#) for the submission link.
3. You may submit as many proposals as you like—there's no limit. However, if you've never presented at AU, it's unlikely that more than one class proposal will be accepted.
4. If you have submitted a class proposal in previous years, **we do not recommend submitting the exact same proposal. Consider proposing a follow-up class.** We encourage proposals that build on previous topics, business practices, or product workflows. We suggest becoming familiar with existing content on the [AU website](#) relevant to your industry or workflows.
5. With AU becoming a digital experience this year, you'll be able to lead your session from anywhere. The capability to capture high-quality video and audio will be important.
6. Creating a more sustainable world is an important aspect of AU. Classes that promote sustainability will have a better chance of acceptance.
7. AU is a global experience, and the AU website and CFP submission form is available in six languages: English, German, Japanese, French, Simplified Chinese, and Spanish.

## AU 2020 class formats and content

Class formats for AU include industry talks, instructional demos, panels, roundtables, hands-on labs, and product briefings. Some formats focus on big ideas, while others focus on concrete workflows. The various formats support different types of content and learning styles. You will also be creating a class handout and presentation to supplement your recorded video, all of which will be available on the AU website following the digital experience. Most classes at AU 2020 will be delivered via video recording, and some will be

delivered live during a designated timeframe. **We will provide a speaker kit to enable you to record your content, but please be aware you will need a good microphone or headset for audio.** Classes will be 60 minutes except for hands-on labs and roundtables, which can be up to 90 minutes.

Class format	Description and length
<b>Industry talks</b>	Much like a lecture, AU industry talks enable speakers to share thought leadership or present industry insights, case studies, and other innovative experiences in engineering, design, manufacturing, business management, and more. Speakers are not expected to provide in-depth product demonstrations or walk-throughs. <b>Target 60 minutes for industry talks and expect to prerecord your class, with options for live online audience engagement through scheduled office hours.</b>
<b>Instructional demos</b>	Instructional demos offer detailed presentations and instruction relying on in-product workflows. AU speakers share processes, tips and tricks, and other ways they're maximizing their Autodesk product knowledge. <b>Target 60 minutes for instructional demos and expect to prerecord your class, with options for live online audience engagement through scheduled office hours.</b>
<b>Panels</b>	AU speakers who lead panels are expected to facilitate an <b>online</b> conversation among experts that showcases different viewpoints and insights on an industry topic. <b>Target 60 minutes for panels and expect to deliver live streaming during specified online event times.</b>
<b>Roundtables</b>	A roundtable is a mediated interactive <b>online</b> discussion, not a lecture. AU roundtables are intended to help solve a challenge or answer a question shared by industry peers. AU roundtable speakers should foster a collaborative experience based on one or more prompts for examination and shared discovery. <b>Target 90 minutes for roundtables and expect to facilitate a live online discussion during specified event times. Class size is limited to enable active participation and connection.</b>
<b>Hands-on labs</b>	Hands-on labs provide direct, step-by-step software instruction with individuals gaining firsthand experience with the material or application. <b>Plan to present 60-90 minutes of prerecorded content, with options for live online audience engagement through scheduled office hours.</b>
<b>Product briefings</b>	AU product briefings are an opportunity to learn directly from Autodesk product leaders who showcase updates, share road maps, and provide insider views of product development efforts. <b>Briefings are 60 minutes, led by Autodesk employees. Expect prerecorded content with options for audience engagement during specified online event times.</b>

Any of these class formats might highlight the following:

**Industry practices and workflows**

Many AU classes explore collaboration across design and engineering domains and demonstrate how diverse professionals are using a range of skills and tools to foster efficiency and promote innovation.

**Business management solutions**

Business management and leadership perspectives are important for informing and improving industry practices. Popular topics include adoption and implementation of new technologies, strategies to increase efficiency, and new approaches to information management.

**Learning for a range of experience levels from beginner to advanced**

Many members of the AU community have extensive experience with Autodesk products and are looking for in-depth classes that teach new and efficient ways to use those products. Others are just starting out or adopting new Autodesk products into their design and engineering workflows. AU supports people at every level of expertise.

**AU topics**

Consider the following topics as you create your proposal and think about how your audience would find your class online. Our focus is on the most important trends and technologies shaping the ways we design and make. Proposals that address these areas stand the best chance of acceptance:

- |  |                                      |
|--|--------------------------------------|
| 3D Printing                                | Field Management                     |
| Additive Manufacturing                     | Generative Design                    |
| Animation and VFX                          | Geospatial                           |
| Architecture Services                      | Hybrid Manufacturing                 |
| Artificial Intelligence (AI)               | Hydrology and Storm Water Management |
| Augmented Reality                          | Industrialized Construction          |
| AutoCAD and General Design                 | Infrastructure Workflows             |
| Automation                                 | Internet of Things (IoT)             |
| Automotive and Industrial Design           | Land Development and Urban Planning  |
| Building Design                            | Machine Learning                     |
| Building Information Modeling (BIM)        | Machining                            |
| Building Operations                        | MEP & Structural Fabrication         |
| Business Management                        | Model Coordination                   |
| CAD Management and IT                      | Operations & Maintenance             |
| Cloud Collaboration                        | Plant Design                         |
| Computational Design                       | Preconstruction                      |
| Data Management                            | Prefabrication                       |
| Design                                     | Product Design                       |
| Design for Manufacture and Assembly (DfMA) | Product Lifecycle Management         |
| Digital Twin                               | Product Delivery                     |
| Diversity                                  | Project Management                   |
| Document Management                        | Reality Capture                      |
| Electromechanics                           | Risk Management                      |
| Engineering Documentation                  | Simulation                           |
| Facilities Management                      | Software Development                 |

## AU topics continued

Software Licensing and Deployment  
Software Training  
Structural Engineering  
Subtractive Manufacturing  
Sustainability

Transportation  
Utilities, Energy, and Natural Resources  
Virtual Reality  
Visualization

## AU industries and themes

AU is focused on the future of making. We look for diverse content that highlights peer innovation and professional discovery. Classes feature case studies, industry insights, innovations in practice, business strategy, and thought leadership.

**Creating a more sustainable world** is also a key aspect of AU. Classes that promote sustainability will have a better chance of acceptance.

AU classes are targeted to audiences in four main industries (listed below). Note the examples provided are for general guidance and are not comprehensive.

### 1) ARCHITECTURE, ENGINEERING & CONSTRUCTION

AEC learning content should span the segments of Architecture, Building Owners, Civil Infrastructure and Civil Engineering, Construction, Building Engineering and Energy and Natural Resources, including Utilities and Oil & Gas. Topics might include generative design, automation, BIM, cloud collaboration, sustainability, digital twin in building operations, smart cities, among many more.

#### **Generative design classes may:**

- showcase optimization and automation, analysis, efficiencies in cost and risk, generative design routines, automation API connected with cloud models, and the integration of generative design across BIM applications like Revit and Civil 3D
- feature Revit, Dynamo, FormIt, BIM 360 Design, and more

#### **Architectural design, MEP & structural engineering, and detailing & fabrication classes might:**

- highlight advanced BIM technologies such as integrated analysis, detailing, quantification, optimization on Forge, sustainable design, computational design, AR/VR, and reality capture
- focus on integrated BIM workflows that span the design process; showcase project delivery via a connected, integrated design process and emerging workflows for DfMA and generative design
- feature production efficiency in Revit; content management, collaboration, and workflow automation with BIM 360 and Dynamo; fabrication detailing in Revit; design steel automation for structural engineers; and more

#### **Infrastructure classes could:**

- highlight solutions to better design and maintain civil infrastructure across transportation sectors, such as roads and highways, rail, civil structures, and site design
- feature content for land development and water/wastewater segments and water structures projects

- focus on connected BIM solutions for civil engineering with cloud collaboration and data management; BIM + GIS opportunities; workflows for site and plant design, pressure pipes in Civil 3D and scan-to-BIM; and BIM-based bridge design
- demonstrate workflows for Civil 3D, InfraWorks, Plant 3D, Revit, Dynamo, BIM 360 Design, and ReCap

**Construction classes can:**

- deepen audience understanding of digitization, and how it can help streamline workflows and improve the way teams work
- explore the power of construction data across all workflows—design, plan, build, and operate—providing access to rich integration points and predictive solutions
- feature key industry-related topics such as workforce development, industrialized construction, and sustainability
- showcase BIM 360, PlanGrid, BuildingConnected, Assemble, Construction IQ, Forge, AutoCAD, Revit, Navisworks, and more

**2) MANUFACTURING & PRODUCT DESIGN**

Manufacturing learning content should span the segments of Automotive & Transportation, Aerospace & Defense Equipment, Building Products & Fabrication, Industrial Machinery, Process Manufacturing, Life Sciences Manufacturing, Consumer Products, and Construction & Agricultural Equipment. Topics might include automation, automotive & industrial design, data management, generative design, additive/subtractive manufacturing, machining, product design, and simulation, among many more.

**Convergence of design & manufacturing classes may:**

- show how collaboration allows teams to orchestrate design and engineering work easily and efficiently
- demonstrate how automation is increasing productivity, enhanced by generative design workflows, advanced manufacturing, and simulation
- show how a cloud platform and partnership ecosystem supports connected workflows across Vault, Fusion, Fusion Lifecycle, BIM 360, Forge, and other services

**Advanced manufacturing classes might:**

- amplify manufacturing productivity and innovation with intelligent automation and connection with Netfabb, Moldflow, PowerMill, Fusion 360, Inventor, iLogic, and the Forge platform
- focus on how BIM can improve cross-industry collaboration with the seamless flow of data, including Revit to Inventor workflows for custom fabrication and planning; Inventor models to Revit families for content libraries, and much more
- explore the interoperability of mechanical CAD and CAM tools beyond BIM; the bridge between detailed engineering and large-scale building design; modular construction opportunities for building product manufacturers; and production efficiencies with digital factory in industrial machinery and automotive



### **Cloud collaboration classes could:**

- showcase connecting PLM (Fusion Lifecycle) with PDM (Vault), enhancing data management across the entire product development lifecycle; including how Vault and Fusion Lifecycle augment the product design and manufacturing process for industrial machinery, automotive, and building products and fabrication
- demonstrate how integration with Vault better enables generative design and collaboration with Fusion, or design automation with Forge for Inventor
- highlight AutoCAD workflows including design automation on Forge for custom building products, or faster performance for complex building models with BIM 360

### **Generative design classes can:**

- showcase the implementation of generative design in product development, including the automation of design exploration, geometry creation, and validation processes
- feature Fusion 360 generative design workflows and push-button manufacturing options
- explore using generative design in production in the automotive and transportation industries; or how it could be used in tooling design, factory layout, and circuit board layout
- show how generative design is used to solve complex engineering challenges

### **3) MEDIA & ENTERTAINMENT**

Learning content may feature the scalable production pipeline for digital content creation for the Design Visualization and Entertainment industries, including animation, VFX, and modeling within 3ds Max and Maya; how to bring film-quality rendering to design visualization and maximize rendering performance with Arnold in 3ds Max; how to leverage the Media & Entertainment Collection for design visualization; and how to maximize performance with integrated workflows. Topics may include animation and VFX, visualization, architecture services, cloud collaboration, simulation, reality capture, BIM, data management, machine learning, AI, virtual reality, and more.

### **4) SOFTWARE DEVELOPMENT**

Learning content may focus on how centralized data, connected technology, and integrated workflows are increasing collaboration and automation, enabling industry convergence. Case studies could spotlight how companies are using Forge to help support digital transformation and enable design-to-make workflows. Demonstrations might show how existing workflows enable deepening collaboration across disciplines and roles, including architecture and design professionals, MEP engineers, structural engineers, and others collaborating with data accessible through Forge. Additional classes might involve scripting, coding, UI customization, Dynamo, Revit and Vault APIs, C#, .NET, Python, and more; also showing how projects are made more efficient with automation.

## **Class proposal elements**

AU is a learning community for people exploring comprehensive solutions to the professional challenges they face day-to-day. Whether you're building on existing knowledge and practice or sharing a new approach, your proposal should demonstrate the importance of your work for those in your industry.

When submitting your proposal, you'll be asked to include the following information.

### **Speaker bio**

Include a bio that helps showcase your expertise. Your bio will be public in Autodesk communities like the Autodesk Knowledge Network, AU, and other Autodesk forums. Your bio is also linked to your Autodesk Account. Tell community members who you are and how your experience has shaped your perspective or your industry. Include things like your current position and work history, along with any professional awards, publications, and academic qualifications. See page 14 for sample bios.

### **Class title**

Your class title doesn't need to be catchy. It needs to be descriptive. Attendees should understand what your class covers based on the title alone. If the class focuses on Autodesk products, include the product name(s) in the title.

Examples:

- 8 Years Worth of Dynamo and Revit Classes From 1 Speaker in 60 Minutes
- Standards for Developing Standards: A How-To for Busy CAD Managers
- Using Generative Design to Help Optimize a Bicycle Component

### **Class description**

Describe the material you will cover in your session and what is to be gained by people learning from your expertise. Be specific about the industry challenges your session might help solve. Include product names if you are using software to improve industry practice or workflows. You may also include quick stats or metrics to quantify the challenge you overcame and/or the benefit of the solution you achieved. For example, "Through automation, we've been able to achieve 90% efficiency in project handover and save 50% of time spent looking for data." If helpful, use your class description to provide context for your proposed class format, such as the challenge you're hoping to address in an AU Roundtable.

### **Class format**

Is your class an instructional demo, an industry talk, a hands-on lab, a panel, or a roundtable? See page 3 for information on how to select your class format. Note product briefings are for Autodesk employees only.

### **Class length**

All class durations will be 60 minutes this year except for hands-on labs and roundtables, which can be up to 90 minutes. See the 'AU 2020 class formats and content' section on page 3 for details.

### **Learning objectives**

A learning objective is an outcome statement that captures the knowledge or skills at the heart of your instruction—knowledge or skills that learners will gain from your AU class. Well-defined learning objectives help prospective attendees understand the content of your class.

**Effective learning objectives can make or break your proposal's acceptance.** Avoid using ambiguous verbs like 'know,' 'understand,' 'appreciate,' 'use,' or 'learn.' Instead, use descriptive action-oriented verbs like 'explain,' 'identify,' 'render,' 'solve,' 'differentiate,' 'measure,' or 'create' to name a few.

Learning objectives should:

- complete the phrase, "At the conclusion of this class, attendees will be able to..."
- relate to specific tasks, skills, and knowledge that attendees will engage, gain, or strengthen
- be action-oriented, measurable, and brief (no more than 125 characters each)

Examples of learning objectives:

- Design templates to create standards for your company
- Describe best practices for day-to-day CAD management
- Render a 10-second animated walkthrough of a commercial building model

A note about AIA Learning Units (LUs) and Health, Safety, and Wellness (HSW) requirements for licensed architects: Proposing a class that will meet AIA requirements for continuing education can improve your proposal's chances of selection. Writing learning objectives that align to these important requirements, especially HSW, is critical.

### **Class summary**

Your class summary should be succinct and precise. It will display in search results on the AU website and on search engines like Google. For example: "Discover how Fusion 360 can help you design new products at home. Learn the basics for better design, modeling, and rendering."

### **Relevant topics**

What relevant topic(s) does your class explore? Reviewers search for topics to narrow down class selections, so choose carefully. Also consider how attendees would search for your session. Our focus is on the most important trends and technologies shaping the ways we design and make. See pages 5-6 for a list of topics and industry themes.

### **Class focus**

Will your class help learners get started with new software or go beyond the basics? Will your class explore industry practices and project workflows? Will it present an industry case study or demonstrate your innovation and thought leadership?

### **Knowledge application**

How is your expertise applied? Will attendees apply the learning objectives in the context of business management, project execution, project management, or technology management?

### **Additional proposal elements**

Other proposal elements help describe your audience in greater detail. The goal is to ensure that attendees find the classes they need most, and that your audience is engaged with you and your expertise. Additional proposal elements include relevant industries, audience occupation, audience definition, audience description, level of expertise, and prerequisite knowledge or skills.

[Download the CFP proposal worksheet](#) on the website for additional guidance. See page 13 to view a sample proposal.

## Part 3: SELECTION CRITERIA & PROCESS

AU selects classes based on the following:

- **Strength**—What is the overall strength of the proposal? Is it relevant to today's industry trends and best practices?
- **Learning**—Does the proposal build on existing knowledge and practices found through the AU website? Does it create pathways for future learning?
- **Communication**—How well can the speaker communicate? What experience do they bring in public speaking?
- **Feedback**—Are there survey results from previous AU conferences? How many community votes or internal recommendations did the proposal receive?

Throughout AU's CFP process, the extended AU community is invited to review proposal submissions online and vote for proposals that resonate with their interests and professional learning ambitions.

We strive to present classes that deliver the best possible audience experience. The popular vote is one of many elements we consider when reviewing proposals and is not the final determining factor. We have an extensive network of internal review teams who collect feedback and recommendations to ensure we capture a wide range of voices. To balance our content offerings at AU, we also consider industry trends and topics, survey and attendance data and projections, the holistic AU experience/journey, and much more.

AU is devoted to providing year-round learning for our community. Accordingly, we select content that will support the year-round learning of the AU global community.

### What acceptance means

At AU, we maintain the highest possible standards among our expert community. The AU audience expects a dynamic, polished, and professional learning experience. Subject mastery is essential. Experience with teaching or public speaking can be helpful. AU experts are among the top in their fields, presenting personal and professional innovations. Before submitting a proposal, get acquainted with AU. Explore the AU website and become familiar with our approach to learning.

If your proposal is accepted, you'll be expected to meet the program's requirements, including the timely submission of class materials such as recorded videos, handouts, presentation decks, sample data files, and other important resources to aid learning and professional development. Class requirements may differ depending on the class format.

If your class is approved, you'll be able to add the names of co-presenters and/or panelists online in the Speaker Resource Center (SRC). The additional speakers will be listed in the class schedule.

### Speaker requirements

If your proposal is accepted, Autodesk University speakers are expected to:

- Accept the AU speaker agreement.
- Meet relevant deadlines, including the timely submission of class materials.
  - Material requirements differ based on class formats, and might include:
    - A prerecorded video of your class. An AU speaker kit will be provided to enable you to record your content, but you will need a good microphone/headset.

- A class handout (PDF) detailing the topic covered and/or the specific workflows and practices examined. AU templates are provided.
- Presentation files (PPT saved as PDF). AU templates are provided.
- Data sets (for Hands-on labs).
- Attend Speaker conference calls and webinars.
- Ensure that your teaching material aligns with your accepted class proposal.
- Communicate all relevant AU information to your co-speakers and panelists.
- Submit a final presentation deck (PDF), if available, by the stated deadlines so that global learners can access your class materials year-round.

## Resources to support global speakers

Once accepted, AU speakers globally can expect to partner with the AU team to create these unique learning and training experiences. Whenever possible, we support our expert community with editorial feedback on instructional materials, help promote speakers and their classes online throughout the year, and work to increase engagement with Autodesk users worldwide.

- **Speaker kit**—Access the new speaker kit to ensure consistency with class videos, including instructions and best practices on how to produce a quality recording (you must provide a microphone/headset for recording audio).
- **Speaker Resource Center**—Visit the SRC to see deadlines, complete tasks, and track milestones to ensure completion of preparation activities in a timely manner.
- **Slack channel**—Use the dedicated AU Speaker Slack channel to interact with peers and mentors, get advice, and share best practices with the speaker community.
- **Global mentor program**—Interact with mentors to get support from experienced speakers.
- **Webinars and office hours**—Attend speaker readiness webinars and office hours to learn about logistics and get questions answered live.
- **On-demand videos**—Watch micro-learning modules on specific topics on demand.

## Speaker compensation

While the digital experience is new for all of us, our recognition of the valuable contributions of our speaker community remains constant. We are working diligently to provide a speaker compensation package worthy of your dedication and hard work, starting with an honorarium of \$500 USD per class for the primary speaker (co-speakers, panelists, and Autodesk employees are not eligible for honorariums). We hope you'll join us for the exciting opportunity in 2020, with the potential to reach an online audience numbering into the thousands. We appreciate your patience as we work out additional details.

## Marketing at AU

Please adhere to our philosophy that all classes must be noncommercial. The goal of the AU program is to support professional learning and knowledge sharing that advance industry practice.

You may use your company logo and images in your presentation. A session that feels like a sales pitch may interfere with attendee learning and/or leave them with a negative impression, so use your best judgement.

We encourage you to promote your session on your social media channels. Social media is a great way to continue conversing about your class topic or area of expertise and maintain connections with your audience. In fact, we provide a social media package that includes an email signature, sample copy, imagery, and more.

## SAMPLE PROPOSAL

### Title: Using Revit in Early Design Phases

**Description:** A common approach in many offices is to start a project in CAD and later switch to Revit software. This approach is highly inefficient, requiring a tremendous amount of work to be duplicated. The most efficient and effective workflow is to implement Revit at the very start of projects—in concept design. However, delaying the implementation of Revit continues to be the status quo for many architects, leading to many missed opportunities, highly inefficient workflows, and much longer hours. In this class, we'll eliminate all the excuses for not implementing Revit at the start of projects. We'll lay out a series of techniques designed specifically for Revit use during early design phases. We'll demonstrate lightning-fast project setups, core study techniques, and test fits; and we'll show how to manage rapidly changing multiple schemes. With these methods and a little bit of planning, we can make using Revit in early design phases fast, easy, highly efficient, and desirable.

**Format:** Instructional Demo

**Learning objectives:** After completing this class, attendees will be able to:

- **Develop** elements and family strategies to create designs quickly and efficiently
- **Employ** Dynamo to set up a Revit project with levels, views, and other key information
- **Create** methods and best practices for working on multiple schemes, options, and test fits
- **Transfer** information from one Revit project file to another using groups and linked files

**Briefly summarize your content:** Discover the techniques and workflows needed to make using Revit in early design phases efficient and desirable.

**Topics:** Architecture Services, Data Management, Building Information Modeling (BIM)

**Keywords:** 3D Design, Design Thinking, Design, Building Design, BIM, Architecture, 3D Modeling

**Define your audience:** Product User

**Describe your audience in your own words:** Designers, Architects, and BIM Managers who are interested in leveraging Autodesk Revit in early design phases

**What is the focus of your content:** Exploring industry practice and workflows

**How will your audience apply the knowledge you share:** Project Execution

**Who is your target audience:** Architect, Trainer, Teacher/Professor, Interior Designer, BIM/VDC Manager

**What level of expertise applies to your content:** Intermediate

**Describe any prerequisite skills or knowledge:** Basic understanding of Revit

**Most relevant Autodesk product:** Revit

**Other relevant product(s):** Dynamo Studio

**Indicate most relevant industry:** Architecture

## **SAMPLE SPEAKER BIOS**

### **Desirée Mackey, GEI**

Desirée Mackey has been in the architecture, engineering, and construction industry since the 1990's. After obtaining her bachelor's and master's degrees from the University of California, Davis, and Massachusetts Institute of Technology, she perpetuated her nerdy tendencies with Revit software. She started her career in California with a construction company and continued with engineering firms, and now she is the Design Technology Practice Leader with GEI. Desirée is a regular speaker at many conferences. She was a co-founder of the Rocky Mountain Building Information Society, is the chair of the Structural Engineers Association of Colorado's BIM Committee, is a member of the BILT North America Committee, and is a member of the Autodesk University Advisory Council. Finally, as if that's not enough Revit in her life, she's married to "The Revit Geek" and acts as a partner in his BIM consulting firm, BD Mackey Consulting.

### **Steven Schain, CADLearning**

Steven Schain is the post-production supervisor for all CADLearning products from 4D Technologies, as well as the content development manager of CADLearning's Media & Entertainment products for Autodesk software, including 3ds Max and Maya. In 1998, Autodesk recognized Steven as one of only 16 Autodesk Training specialists worldwide. He has since contributed to Autodesk's certified courseware for 9 releases of 3ds Max, was a co-developer of the Autodesk Certified Instructor (ACI) Program and 3ds Max's fundamental standards, and is currently an Autodesk Certified Instructor. As a premier Autodesk trainer, he has continued teaching end users, companies, and many others, including The Walt Disney Company, Guess, and the United States Army. As a 7-year veteran of Autodesk University, Steven has taught top-rated classes ranging from creating particle fountains in 3ds Max, to classes on 3D printing and entrepreneurship.

### **David Butts, Gannett Fleming**

David Butts is an Autodesk Expert Elite Team member and Building Information Modeling (BIM) specialist for Gannett Fleming with over 30 years of experience in the architecture, engineering, and construction field. He is responsible for implementation, training, BIM project support, and management for engineering design applications, including Revit, AutoCAD P&ID/Plant 3D, AutoCAD MEP, Navisworks software, and more. He was an Autodesk Authorized Training Center (ATC) training manager and application engineer for an Autodesk Reseller for 13 years, providing implementation and training services across the United States, and serving as a subject matter expert for Autodesk, Inc.'s, Building Design Solutions. He has design experience for a variety of project types, and he was an Autodesk University top-rated speaker for labs and lectures in 2011 and 2016. He authored training videos for 4D Technologies through the 2018 product cycle, and he presents BIM topics for other industry associations annually.

## Part 4: ARTICLES

### Submitting an article proposal

Articles written for Autodesk University are published on the AU website and other AU channels and are available to global audiences for year-round learning. **New this year**, they're an important means of sharing your knowledge and expertise with the AU community. Article topics are the same as those for classes (see page 5 for details).

Successful articles:

- are well-organized and self-contained (approx. 1,500-2,000 words)
- feature thought leadership, workflows, case studies (processes and outcomes), innovative uses of software/technology; and/or teach key skills (beginner, intermediate, or advanced)
- articulate pivotal concepts and knowledge in a clear, accessible, engaging, and motivating manner
- include real-world examples and high-quality images or other media that clearly illustrate ideas and support understanding
- incorporate links to relevant materials/content where helpful (e.g. Autodesk Knowledge Network, related AU classes)

Examples of effective articles:

Thought leadership

[The Rise of AI and Machine Learning in Construction](#) by Anand Rajagopal

Workflow

[Improve Your Team Efficiency: 20 Practical Uses of Dynamo for Revit](#) by Matt Anderle and Ron Allen

Case study

[Generative Design for Architectural Space Planning](#) by Lorenzo Villaggi and Danil Nagy

Innovative use of software/tech

[Scaling Up BIM for Resilience: Automated Designs to Retrofit Informal Housing](#) by Nicolas Ortiz Abello and Noll Tufani

Key skills

[Revit Families: A Step-By-Step Introduction](#) by Paul Aubin

[Developing CAD Standards: A Complete Guide](#) by Curt Moreno



## Part 5: AU THEATER TALKS

### Submitting a Theater talk proposal

Submit a proposal to deliver a 15-minute AU Theater talk prerecorded live on trends shaping our world. The AU Theater showcases dynamic presentations from industry evangelists and thought leaders and will be streamed in one-hour programming blocks based on themes. Theater talks are:

- Different from AU classes—storytellers focus less on how, and more on why and what
- Digestible presentations that motivate, challenge, and inspire
- Short segments curated among broader themed topics of interest
- Delivered live-to-tape (prerecorded with online audience engagement during the digital experience)
- Recorded for distribution on AU and Autodesk channels

If your proposal is approved, the AU team will work with you to record your session.

### Theater themes for AU 2020

The AU Theater format consists of themed one-hour programming blocks curated among broader topics of interest for today's business leaders, decision makers, and innovators. Your content needs to align with one of the following themes, which you will select during the proposal process:

- Automation, Robotics, and Human-Machine Collaboration
- Design Reimagined: How We Express, Explore, and Optimize
- Advances in Generative Design
- Work Reimagined: What We Do, How We Do It, and Who Gets It Done
- Design for Impact: Industry Practice for Good
- Construction Reimagined: Constructability, Data in the Field, and Robotics
- Convergence Across Industry, from Manufacturing to AEC
- Manufacturing Reimagined
- Data at the Center: From Open Platforms to Cloud Collaboration
- Cities of the Future
- Design to Make | Design to Build
- Scaling with BIM
- Other

## Part 6: SPEAKER FAQ

### General questions on AU 2020

*Where can I find answers to questions on AU digital events, including event dates and registration?*

We'll be sharing additional information about our Autodesk University digital events on the [Autodesk University homepage](#) over the coming months. We'll also update the [FAQ page](#) as we have more details to share. We look forward to engaging with you at Autodesk University in a different way this year, no matter where you are.

### Submitting class proposals

*What kinds of proposals can I submit?*

For AU 2020, you can submit a proposal to teach a class, write an article, and/or give a Theater talk.

- **Teach a class**—Submit a proposal to teach a 60- or 90-minute class to share case studies, innovative workflows, or other expertise. See page 3 for details.
- **Write an article**—Articles are a new format in 2020. Submit an article proposal to share your expertise with the AU community in written form. See Part 4 for details.
- **Give a Theater talk**—Are you an inspirational leader with a perspective on the future of your industry? Submit a proposal to present a 15-minute Theater talk. See Part 5 for details.

*If AU 2020 is a digital experience, how will classes be delivered?*

Speaking at AU will be a different experience this year, but the essence of AU remains the same—and your class has the potential to attract a much wider online audience than at the physical conference event. Delivery depends on class format:

- **Industry talks, instructional demos, and Autodesk product briefings** can be around 60 minutes long, and you can expect to prerecord your class, with options for online audience engagement live via scheduled office hours.
- **Panels** can be around 60 minutes long, and you can expect to host your session live/streaming during specified online event times
- **Roundtables** can be around 90 minutes long, and you can expect to facilitate a live online discussion during specified event times. Class size is limited to enable active participation and connection.
- **Hands-on labs** can be 60-90 minutes long, and you can expect to prerecord your lab, with options for online audience engagement live via scheduled office hours.

See page 3 for details on class formats and content.

*I have no experience recording video and editing a class. Can I still submit a proposal?*

If your proposal gets selected, the AU Team will provide a speaker kit to assist you in recording and ensure that all classes have the same consistent look and feel.

*How many class proposals are submitted each year, and how many are accepted?*

We routinely receive more than 2,400 class proposals each year; however, we can only accept about 350 for AU 2020.

*How can I change or update my speaker profile or class information?*

Once submitted, proposals can still be edited by the author through the Call for Proposals site prior to the deadline. Following the submissions deadline, if you need to make changes to your class information, please contact [AU Speaker Management](#). If you need to make changes to your profile, visit the [Autodesk Account page](#). If your proposal is accepted, you can update your speaker profile in the Speaker Resource Center (SRC) under the General Tasks tab.

### **For approved speakers**

*I need help with my Autodesk account.*

Visit the [Autodesk Account page](#) to learn more or to retrieve your Autodesk ID or password.

*How is my class promoted online?*

We encourage you to promote your session on social media. It's a great way to keep the conversation going on your class topic or area of expertise. In fact, we provide a social media package that includes an email signature, sample copy, imagery, and more. Find that in the Speaker Resource Center.

*Can I communicate with attendees or potential attendees of my class before AU?*

Of course. We're all about communication. After registration opens, you can sign in to the Speaker Resource Center (SRC) and communicate from there with people who have registered for your class. However, communication is limited to logistical class-related updates only. No marketing or promotional intent is permitted.

*Will my class be available on the AU website?*

Absolutely. Learning with AU is always in session. Your expertise will benefit your friends and peers who attend the AU 2020 digital experience, as well as many others around the globe who rely on AU for online learning throughout the year. Your content will become part of a perpetual learning experience that inspires and advances industry practice year-round. Speaking at AU is a great way to get noticed in your industry.

*Who owns my session's intellectual property once it's posted to the AU website?*

As an AU speaker you grant Autodesk a perpetual, unlimited, royalty-free, worldwide right and license to print, reprint, distribute, use, display, and redistribute all or any portion of the session's materials. Licensed under [Creative Commons](#). Find specific details in the AU Speaker Agreement posted in the Speaker Resource Center.

*Can I include third-party images, videos, or other content owned by others in my presentation?*

Only if you have permission. All AU content is licensed under [Creative Commons](#) and must be offered freely and openly to others. You are responsible for your materials. We encourage you to use third-party copyrighted materials only with written permission.