The ASLA Conference on Landscape Architecture professional development program provides several ways for attendees to earn continuing education (or PDH) credits: general sessions, education sessions, workshops, and field sessions. The host chapter is responsible for assisting with the field sessions. All proposed field sessions must be submitted through the annual Call for Presentations and will be reviewed and vetted by the Annual Meeting Education Advisory Committee (AMEAC) and national staff.

Field sessions begin with 50-60 minutes of classroom instruction followed by a field experience. Classroom instruction may take place at the convention center or on location. The classroom instruction portion ensures they meet the Landscape Architecture Continuing Education System™ (LA CES) criteria for earning Professional Development Hours (PDH). While general sessions and education sessions are included with the full conference registration, field sessions cost extra. Three to five percent of conference attendees participate in field sessions each year. Field sessions are held to the same rigor as education sessions and require the same level of documentation.

Field session planners should provide the following documentation during the Call for Presentations:

- **Presentation Title** – Describe the field session in a concise, clever way
- **Speaker Bios** – Document the expertise of the presenters, including the two field session co-leaders
- **Learning Objectives** – List four achievable learning goals
- **Presentation Outline** – Describe the scope and content of the presentation
- **Time table** – Detailed instructions for the entire field session
- **Field Session Detail Sheet** – This form requests logistical components needed to determine field session pricing
- **Marketing Statement** – Write a concise and compelling description to drive ticket sales (include both the classroom and field components)

Planning for the field experience entails identifying sites/projects, gaining permission to access the sites, identifying associated costs (such as entry fees, parking, tolls, catering/lunch options etc.), determining the route of travel, restroom break locations, recruiting designers to talk about their projects, etc.

**ASLA Staff Roles**

Susan Apollonio, Director, Education and Marketing, leads the content planning effort for all educational events of the conference.

Whitney Mitchell, Manager, Education Programs, assists with content planning for the education program.

Joyce DePass, Director of Meetings, leads all the logistical planning associated with the conference (such as contract negotiations, meeting space, transportation procurement, food and beverage, AV, etc.).

Kelli Bland, Meetings & Special Programs Manager, assists with managing all of the logistics for the conference and field sessions.

**Host Chapter Field Session Co-Chairs**

The host chapter will appoint two Field Session Co-Chairs to work directly with national staff to coordinate programs and ensure all event leaders are on task and schedule.

**Field Session Co-Leaders, Speakers, and Attendants Roles**

Each field session will have two leaders, who must be ASLA members and reside in the metro region of the conference. Session leaders will design and develop the classroom presentation and field experience, recruit additional speakers as necessary, enter all information into the Call for Presentations online tool, and be responsible for the development of all details, including:

- Driving or walking the route of their field session and submitting a detailed route sheet
- Developing and submitting a session guide
- Recruiting field session attendants
Field session leaders will receive a complimentary full registration to the conference. **ASLA will not provide more than two registrations per field session.**

Field session leaders need to recruit two Attendants for each trip, who will help them manage the attendees on the day of the event. The field session attendants will receive a complimentary ticket to the field session (but not a complimentary registration).

**Planning Parameters**

1. All field sessions will take place on Friday, November 15, 2019.
2. Field sessions may begin as early as 7:30 am and must begin at the convention center; all events need to return to the convention center by 5:00 pm.
3. Aim for a total of 15 field sessions.
4. Field sessions must be marketable. Ask: Will an attendee pay extra for this experience? What sells? ASLA staff can provide sales reports from previous meetings as well as feedback on specific topics.
5. All field sessions **must initiate from and conclude at the convention center** to streamline operations and ensure that attendees are scanned for PDH tracking.
6. Field session driving distances should not exceed 90 minutes from the convention center.
7. Plan events that can accommodate at least 50 attendees (based on the average capacity of a motor coach). Remember that this is a large scale event with approximately 6,000 total attendees. Field sessions should reflect this scope of planning.
8. It’s fine to repeat field sessions in the morning and afternoon to accommodate more people.
9. Balance the program. Try to develop the overall program by offering some field sessions that last half a day (five-hour maximum) and some that last a full day (eight-hour maximum).
10. Carefully plan for the logistics of getting from one place to another. Remember that rush hours, road construction projects, and local events such as parades/political rallies/sporting events can affect travel times. Allow 15 minutes each time attendees board and disembark the bus.
11. Walking trips should be marketed as such so that people understand they must be able to keep up with the group.
12. Field session leaders cannot negotiate or sign any contracts, or make any financial commitments. Meetings logistics staff Joyce DePass and Kelli Bland fulfill this role for ASLA. Once field session leaders have completed preliminary research on costs related to space rental, admission fees, special transportation (boat, bicycle, metro fare cards, etc.), work with Joyce and Kelli in getting contracts finalized and signed.
13. Events that execute in five hours or less are less expensive because they don’t require lunch (box lunches increase ticket costs by $35-$45). If you need to include lunch in your plans, is there a place where attendees could purchase food a la carte? This will keep costs down and broaden food options.
14. Aim for at least four residential offerings (some may be repeated). Historically, they are in extremely high demand. They are always the first to sell out.
## Field Session Development Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>December 11, 2018</td>
<td>ASLA Call for Presentations (CFP) opens (All field session proposals must be submitted through the online portal)</td>
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<tr>
<td>January 23, 2019</td>
<td>CFP deadline for submitting presentations</td>
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<tr>
<td>February 2019</td>
<td>ASLA Annual Meeting Education Advisory Committee (AMEAC) reviews all CFP submissions</td>
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<td>ASLA Staff review the committee feedback and discuss field session logistics</td>
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<tr>
<td>Early March 2019</td>
<td>ASLA Staff and Field Session Co-Chairs discuss the top 15-20 field sessions</td>
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<td>(as rated by the AMEAC) and confirm the final 15 Field session selections announced and modifications</td>
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<tr>
<td>Late March 2019</td>
<td>Field session details confirmed, field sessions finalized pricing confirmed by national staff. No changes accommodated after this point.</td>
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<tr>
<td>May 6 - 13</td>
<td>ASLA Conference on Landscape Architecture registration opens</td>
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<tr>
<td>September 2019</td>
<td>Step-by-step route sheets and bus driver directions due</td>
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<tr>
<td>October 2019</td>
<td>Session guides are due to ASLA</td>
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<tr>
<td>November 15, 2019</td>
<td>Field sessions show time!</td>
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