

# 2020 CONFERENCE THEME – BEYOND SUCCESS

## CALL FOR PROPOSALS

DEADLINE: 3:00PM MARCH 12, 2020



BEYOND SUCCESS

2020 GROWTH BY FAILURE

LETHBRIDGE, AB  
SEPTEMBER 20 - 22

### @\_APPI\_#conf2020

At the 2020 APPI Conference in September, we will gather with members of the planning profession in Lethbridge to celebrate our failures.

Wait, what? Yup, you read that right. This year our conference theme, Beyond Success: Growth by Failure, will have us talking about a topic often avoided but one from which much can be learned.

When was the last time you failed at something? Maybe it was this morning, maybe it was a decade ago. We've all experienced times when things didn't proceed as anticipated. As planners, how do we learn from past experiences, build positive relationships, innovate, and anticipate? When addressing persistent themes like political directions, economic challenges, climate change, technological advancement, social and cultural diversification, the lines between failure and success are not always clear.

By sharing our stories and stumbles, we can encourage iterative learning and creativity in addressing challenges!

In the spirit of the theme, we're going to be trying out some different ideas at this year's conference. We want this conference to fail... successfully! We're committed to delivering high caliber presenters, sessions and networking opportunities. We also want to shake things up and find opportunities to make the event even better!

The 2020 APPI Conference Organizing Committee invites you to submit your proposal for creative, cautionary, and inspiring presentations that reflect on the theme:

### BEYOND SUCCESS: GROWTH BY FAILURE

[albertaplanners.com/events/2020-appi-annual-conference](http://albertaplanners.com/events/2020-appi-annual-conference)

## THIS YEAR IN LETHBRIDGE, WE WILL SEEK TO PROVIDE ANSWERS TO QUESTIONS LIKE...

- What can we learn from projects that don't go as planned?
- What is failure, and is it good or bad?
- What's the best way to fail?
- What could we do differently?
- How do communities respond to and become stronger from the challenges they've faced?
- How do our collective expectations drive us to consider projects failures?

## JOIN US IN THE HEART OF DOWNTOWN LETHBRIDGE

SANDMAN SIGNATURE LETHBRIDGE LODGE  
LETHBRIDGE, ALBERTA

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*"You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it."*

—Maya Angelou

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*"All of old. Nothing else ever. Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."*

—Samuel Beckett, Worstward Ho

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*"Failure doesn't mean you will never achieve, it just means it takes a little longer."*

—Steve Jobs

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### SESSION FORMATS

The conference program will include a mix of session types designed to appeal to a range of learning styles. Proposals for interactive sessions are highly encouraged.

This year's call for proposals is focused on 50-minute sessions that include 35-45 minutes of presentation time plus 5-15 minutes for questions. A maximum of two presenters per session is preferred. Longer workshop sessions and those with additional presenters MAY be considered, however the proposal will need to make a strong case for how the additional time will be used and/or why additional presenters are needed.

Proposals for tours and activities outside the conference venue are also welcome.

Due to the additional planning and logistics that are required for these sessions, please contact the Conference Organizing Committee [Lethbridge2020@gmail.com](mailto:Lethbridge2020@gmail.com) to discuss.

### THEME DIRECTION

The act of community planning and design is almost always focused on filling a gap, addressing a current shortcoming, or improving something. Failure or synonyms for the same can be linked to the majority of work that we do in the planning/design profession. Therefore, in addition to the topics listed, submissions for more general matters are also encouraged. For anybody wishing to submit a proposal for a topic that is not directly linked to a particular form of failure, you are encouraged to maintain a broad connection with the conference theme by identifying the gap, shortcoming, or desired improvement your submission is focused on.

Examples of potential topics related to the conference theme include:

- The problems with “embracing” failure
- Celebrating relationships – even the challenging ones
- Creating safe spaces for difficult conversations
- Stories of stumbling, failing, and bouncing back
- Happy little accidents – potential failures that had an unexpected benefit like experiments (failed or not)

- Working around (or with) the fear of failure
- Risk and strategies for risk mitigation with calculated risks
- Preparing for failure and seeing the warning signs of failure
- Adjusting to province in a state of flux
- Planning for recreation, parks and schools
- The land-use transportation connection
- Rural community strategies
- Indigenous planning
- Different perspectives

### SELECTION CRITERIA

Selection of presentations will be based on the following:

- Relevance to the Conference theme of Beyond Success: Growth by Failure
- Consistency with the submission criteria, as listed
- Overall quality, creativity, and applicability of the session to a wide range of planning professionals
- Presentations that address and explore Indigenous, Northern and Rural content are strongly encouraged
- Presenter's expertise, knowledge, ability to engage and challenge delegates

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*“I have not failed. I've just found 10,000 ways that won't work.”*

—Thomas A. Edison

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*“Have no fear of perfection - you'll never reach it.”*

—Salvador Dali

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### WHAT TO INCLUDE WHEN SUBMITTING A PROPOSAL

1. Name, company/organization and contact information for primary contact (telephone number and email address) and a brief biographic information for each presenter. (60 words maximum)
2. Title of presentation (the catchier, the better – limit of 50 characters)
3. Proposed session length and format (50 minutes is preferred. Identify any room arrangement requirements – theatre style vs table discussion.)
4. Summary: In 200 words or less, outline the content of your presentation and how it relates to the theme of Beyond Success: Growth by Failure. Identify key takeaways and why attendees should choose your session.
5. Specialized equipment requirements (to be provided and supported by the presenter).
6. End-of-day 'presenter series' workshop participation. We are hoping to schedule a 30 minute session at the end of each day, where all presenters from a topical area are available for further discussion (Sunday 4-4:30pm, Monday 4-4:30pm, Tuesday 2:30-3pm). Please advise if there are any days when presenter would NOT be available to participate in such a session.

**PLEASE SUBMIT PROPOSALS  
IN PDF FORMAT VIA EMAIL TO:**

**SHELAGH GRAHAM  
CONFERENCE PROGRAM CHAIR  
LETHBRIDGE2020@GMAIL.COM**

**DEADLINE: 3:00PM MARCH 12, 2020**

All submissions will be acknowledged and sent a confirmation email within a week of receipt. Prospective presenters will be informed of the status of their proposal by March 31, 2020.

All successful presenters will be sent a Presenter Contract, AV Requirement Form and a Presenter Registration Form following confirmation of their presentation being selected.

### IMPORTANT INFORMATION

**Audio / Visual:** All session rooms will be equipped with a projector, laptop, screen, podium, wireless mic and one hand held wireless mic. The session rooms are typically set up with round tables or only chairs depending on the size of the space. Additional AV equipment may be available upon request, such as direct internet connection or other specialized equipment at the presenter's expense. Internet connection and presenter for audio MAY be available depending on scheduling requirements.

**Recording / Live Streaming:** It is intended to have much of the conference recorded and/or live streamed to the internet. While not all sessions will be recorded and/or live streamed, please note that there is a good chance that a particular session will be. If you, as a presenter prefer not to have your session recorded and/or live streamed to the internet, please indicate in your proposal.

**Handouts:** All printed materials are to be prepared and provided at the presenter's own expense.

**Conference registration:** A discounted conference registration rate, equivalent to 80% of the member early bird rate, will be offered to the presenters. Separate priced activities will be at the regular rate. APPI reserves the right to limit the number of presenters on any one panel and/ or who may be eligible for the discounted registration rate. Presenters are responsible for all accommodation and travel expenses.

**Communication:** All communication concerning this submission will be sent to the primary contact at the email address indicated in the submission. It is the responsibility of the primary contact to inform the other presenter of all information and notifications.

**Format:** The Conference Committee may ask presenters to revise the format for technical and/or feasibility reasons. We advise that any necessary web content for presentations should be downloaded in advance and incorporated in the presentation.

**Tours:** Tours will be arranged using local vendors and APPI administration will facilitate all contracts.

**We look forward to you joining us in  
Lethbridge, Alberta!**

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