SUN-B03
Amplifying the Landscape Architect's voice within a multidisciplinary engineering practice.

SUNDAY, OCT. 21 2:30 PM – 4:00 PM

Moderator

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Panelists

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Session Summary

Often landscape architects find themselves joining multi-disciplinary engineering firms, either through merger-acquisitions or by direct hire. While there are benefits, the Landscape Architect may not be able to contribute in as meaningful a way as desired. This session demonstrates techniques where landscape architects were able to establish and amplify their voice in this growing reality.

Learning Objectives

- Understanding the challenges and opportunities prior to making a move.
- Establishing expectations and defining roles for the landscape architect.
- Confronting marketing and messaging – Building a new brand
- Adaptive strategies for integration – Your New Team.

Notes

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Part I

Introduction: Panelist and Firm Types

- The path that got one to where we are today and what led to that decision.

Part II

Moderated Discussion: Panelists to discuss experience

- Understanding **how to establish** a Landscape Architecture presence within a multi-disciplinary engineering practice.

Part III

Audience Participation: Interactive Exercise with Audience

- How do you get engineers and architects to not only understand **WHAT** landscape architects do, but to include us in project proposals?

Part IV

Moderated Discussion: Panelists to discuss experience

- Understanding **how to amplify** the Landscape Architect's voice within a multi-disciplinary engineering practice.

Part V

Audience Participation: Interactive Exercise with Audience

- What **methods** do you employ to amplify the Landscape Architect's voice within a multi-disciplinary engineering practice?

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Additional References

- https://www.fminet.com/wp-content/uploads/2017/04/MATrendsReport_2017_FINAL.pdf
- https://www.deltek.com/en/learn/blogs/a-and-e/2015/01/the-vanishing-mid-sized-architecture-and-engineering-firm
- https://www.archdaily.com/541098/is-bigger-better-hok-s-acquisition-of-360-architecture-and-how-mergers-have-changed-the-business-of-design

Notes