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17-18 November 2009



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Conference Day Programme
RIBA, 66 Portland Place, London

guerrilla tactics: shaping tomorrow's practice

Small Practice Conference Day: Wednesday 18 November 2009

09:00 Registration

09:30 Welcome from Chair
Jane Duncan, **Vice President, RIBA Small Practice**

09:35 Keynote Speaker
Ruth Reed, **President, RIBA**

09:45 Keynote Speaker
David Kelly **CEO, Mydeco.com**

Session 1
Creative Collaboration: Examples of How Collaboration Can Add New Dimensions to Your Practice

10:00 Vicky Richardson (Chair)
Editor, Blueprint Magazine

10:05 Paul Monaghan
AHMM
Gallery 2 @ the RIBA: The launch pad

10:15 Simon Foxell
The Architects Practice
Birmingham BSF: collaborative working in the education sector

10:25 Andrew Waugh
Waugh Thistleton Architects
The story behind Stadhaus, the award winning nine-storey timber tower in Hackney

10:35-10:45 Questions

Break

Session 2
Dynamic Diversification: Adjust, Reform and Win

11:05 Chris Foges (Chair)
Editor, Architecture Today

11:10 Trevor Horne
Trevor Horne Architects
Architects doubling up as developers

11:20 Daisy Froud
AOC
Providing the tools that support community engagement of architecture and regeneration

11:30 Neil Deeley
Metropolitan Workshop
A multidisciplinary practice working internationally

11:40-11:50 Questions - panel joined by Ian Pritchard, RIBA Director of Policy and International Relations

Session 3
Navigating the Maze: The Future of Fee Negotiation

11:50 Jane Duncan (Chair)
Vice President, RIBA Small Practice

12:05 Stephen Davy
Stephen Davy, Peter Smith Architects
Lessons learnt: navigating client relationships

12:20 Tom Wilcox
Counterculture Partners
Advice on setting boundaries and establishing competitive fees

12:35-12:45 Questions

12.45 Lunch

13:00 - 13:40 Lunchtime Sessions: Practical Advice on How to Manage Your Business

1 Christine Losecaat, UK Trade & Investment: Internationalising your practice **Jarvis Hall**

2 Caroline Cole, Consultant: Bring advantages to your practice by using benchmarking to set your fees **Stirling Room**

3 Nigel Calvert, Calvert Solicitors: IP & copyright advice: how to protect your designs **Luytens Room**

4 Wrap: Cut the waste and save money **Lasdun Room**

5 Paul Fletcher, RIBA: How to become a client design advisor and increase your income **Barry Room**

Session 4
Community Catalyst: Regenerate Your Local Community and Recoup the Benefits

14:00 Kieran Long (Chair)
Editor, AJ & AR

14:05 Angela Brady
Brady Mallalieu Architects
Engaging communities in design

14:20 Liza Fior
MUF
Dalston & East London projects

14:35 Mark Hackett
Hackett Hall McKnight
Forum for an alternative Belfast

14:50-15:00 Questions

Session 5
Fringe Benefits: Adapt and Transform

15:00 Hugh Pearman (Chair)
Editor, RIBA Journal

15:05 Sam Bompas
Bompas & Parr
The architectural jellymongers

15:15 Tony Broomhead
Amenity Space
Architectural DJs: Resonance FM

15:25 Nick Crosbie
Inflate
Designing the future: inflatable structures

15:35-15:45 Questions

15:45-16:00 Break

Session 6
16:00 Live Pitch: Space Invaders

Judges:
Amanda Baillieu (Chair) **Editor, BD**
Mark Davy **Futurecity**
Dan Thompson **Artists and Makers**
Andrew Brown **Arts Council England**
Bennie Gray **Developer**
Rebecca Johnson **Head of Arts - Department of Culture, Leisure and Sport Blackburn with Darwen BC**
Blackburn Museum and Art Gallery

16:50-17:10 Live discussions from the panel, comments from the audience and the results

17:10-17:15 Closing words from the Chair

17:15-19:00
Drinks in Jarvis Foyer hosted by

SCIN™