



# AU 2023 Proposal Requirements Guide

Requirements and recommendations for submitting a winning proposal for AU 2023

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## Introduction

We live and work in a time of radical transformation. Professional practices in the design and make industries are changing rapidly. Many companies report that they've had to transform more in the past three years than in the previous quarter century. And the more they've been able to digitize their processes, the more easily they've been able to adapt to the changes they face—both expected and unforeseen.

AU is the conference that brings together practitioners, innovators, and thought leaders from the fields of architecture, engineering, construction, manufacturing, and media to share how they're adapting to challenges, and seizing new opportunities—creating better projects in ways that are better for people, the planet, and the bottom line.

## The AU 2023 Call for Proposals

During our Call for Proposals, we seek submissions for a range of learning content that will be presented at the conference. We're looking for you to tell us how you're advancing practice in your field, driving greater sustainability in your projects, connecting the design and make process from end to end, and unlocking new technology to go beyond the expected.

This guide is an essential resource for preparing your proposal and giving you the best possible chance of acceptance. Please review it thoroughly. You'll find tactical guidance for creating the best proposal as well as thematic guidance that can help you focus on the kind of learning that will be most valuable to attendees and align most closely with our conference objectives.

## What's new for the 2023 Call for Proposals

This year, we are seeking a balance of two kinds of learning:

- Technical sessions that help attendees build new skills, implement new workflows, and learn how to use new product features.
- Thought leadership sessions that focus on industry trends, technology insights, and business strategy.

This year, we want all sessions to focus on business outcomes—the measurable value that companies and individuals can achieve by adopting new processes, new practices, and new approaches. Be sure to highlight how your session can help others accomplish important strategic objectives—how you did it, what you achieved, and why it matters.

Be sure to clarify how your class will help professionals understand and take advantage of technology, from discovery through use and deeper utilization.

## The pillars of AU learning

Underpinning the various workflows and trends, AU learning is focused on three fundamental areas:

- Tell us how you're adapting to digital transformation, using new technologies and approaches to increase efficiency, improve outcomes, and deliver new kinds of value for your clients and your company.
- Explain how you're using cloud-based platforms to connect teams, data, and workflows across the full project lifecycle, from design to done, and delivering new kinds of automation, insights, and openness.
- Share how to design and make in more sustainable ways—with less negative impact on people and the planet.

## Call for Proposals Submission Guidelines

### Submission Basics

- **Dates:** You can submit your proposal between April 13 and May 15, 2023.
- **Languages:** We're currently accepting submissions in English only.
- **Number of proposals:** You may submit multiple proposals, using a new form for each. However, if you've never presented at AU, it's unlikely that more than one class proposal will be accepted.

### How to submit a proposal

Submit your proposal via the [Call for Proposals page](#). You'll need an Autodesk ID to sign in. If you don't have an Autodesk ID, you'll be prompted to create one. Check out the resources available on the Call for Proposals page, including sample proposals and the Proposal Worksheet, to draft your ideas prior to submitting.

### Requirements

If your proposal is accepted, you'll be expected to meet the program's requirements, including the timely submission of class materials, recordings, and other resources, and attend speaker training and coordination sessions.

### Class materials

- Create a **class handout** that is a concise written presentation of the topic covered and/or the specific workflows and practices examined. Many high-quality handouts are published as articles. An AU template is provided.
- Produce a **slide presentation** that will be available on the AU website and support your classroom instruction. An AU template is provided.
- Record a **class video**. You will teach live at the AU conference, but also be expected to record your class video with an Autodesk agency. Exact deliverables will be discussed with approved speakers.

### Technical requirements

- AU speakers must provide their own laptop for teaching on-site and be able to capture high-quality video and audio prior to the conference. At minimum you need a good computer, microphone or headset, web camera, and a reliable Internet connection. We'll review technical specifications with approved speakers.

### Additional requirements

- Accept the Contributor Agreement.

- Attend or view speaker training calls and webinars.
- Ensure your content aligns with your accepted class proposal.
- Communicate all relevant AU information to your co-speakers and panelists (if applicable).

### Experience level

Instructional content for all experience levels is welcome. We ask that you designate the level of skill or experience your target audience should have to get the most from your content.

- **Associate** (Beginner)—Entry-level professionals.
- **Professional** (Intermediate)—Mid-career and seasoned professionals.
- **Expert** – (Advanced)—Senior-level professionals with years of experience and advanced skills.
- **Not Applicable**—Content is not skills-based and is of interest to any audience; often includes industry talks with thought leadership content, case studies, panels, and some roundtables.  
**Note:** Managers and executives, C-level staff, VPs, and decision makers who oversee business operations are often most interested in these types of sessions.

### Class formats

We're accepting proposals for the following class formats this year:

- **Industry Talk**—Lecture format for sharing thought leadership, industry insights, and new perspectives on innovation.
- **Case Study**—A presentation of a specific project from inception through completion, spotlighting the challenges you faced, the solutions you chose, lessons learned, and outcomes achieved.
- **Technical Instruction**—A skills-based instructional format showcasing workflows, processes, and tips and tricks that can help other professionals improve.
- **Product Demo**—An opportunity for Autodesk employees, partners, sponsors, and other product experts to share updates, road maps, and insider views of product development efforts.
- **Panel**—Conversational format with 3-5 experts facilitated by the speaker showcasing multiple viewpoints and insights on an industry topic.
- **Roundtable**—Mediated discussion engaging attendees. A collaborative experience intended to help solve a challenge or answer a question shared by industry peers.

We accept only proposals for class formats listed above through the Call for Proposals website at this time.

### Digital and in-person delivery

AU 2023 will be a hybrid conference this year: an in-person experience in Las Vegas, NV, and a virtual digital experience – all during November 13-15. All speakers will be required to pre-record their classes prior to the conference and deliver it on location in front of a live audience. Our vendor will assist you in the recording process; self-recording will not be allowed. Formal delivery specifications will be communicated to approved speakers.

### Speaker eligibility

AU speakers are experts in their field, presenting professional innovations and insights that can help advance their industry. The AU audience expects a dynamic, polished, and professional learning

experience and subject mastery is essential. We welcome both experienced and first-time speakers and offer a strong mentorship program and training resources to support you.

#### Primary speakers and co-presenters

Some speakers seek out co-presenters to help them conduct their class, or to participate in a panel. 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 primary speaker is responsible for meeting AU event requirements, including submitting all class materials and completing all class tasks on time. Only primary speakers receive the free conference pass and honorarium.

#### Speaker compensation

Speaking at AU helps you broadcast your expertise and build your reputation, so being selected to present is a high honor. Eligible primary speakers also receive *one* complimentary pass to the conference (travel and lodging are not included). Primary speakers with *more than one* accepted proposal also receive a US\$400 honorarium for each additional class they lead (if eligible).

Only **primary speakers** receive the complimentary conference pass and honorarium; these are **not available to co-speakers, panelists, or Autodesk employees**. Hotel and travel expenses will not be covered. Note that compensation may be forfeit if AU requirements are not met, including the timely submission of class materials, recordings, and resources.

#### Resubmitting past proposals

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 that takes the topic further. We encourage proposals that build on previous topics and focus on business outcomes.

#### Changing or updating proposals

You can make edits via your proposals dashboard until the submission period closes on May 15. Sign in to the [AU website](#) and click on your profile photo in the upper right. Select My AU. Note that changes will not be possible after the submission period closes and proposals enter the review phase. If your proposal is accepted, you will be able to make further changes.

#### Proposal selection process

Proposals go through an extensive review process. We consider how well proposals align with the specified [industry topics and themes](#), our AU audience, business outcomes and best practices, diversity, and how content will support year-round learning initiatives globally. We also balance new and experienced speakers to capture a range of voices. This year we will be capturing community preferences on the topics and themes you'd like to see at AU, instead of voting on individual proposals. Feedback may be gathered via surveys, forums, and more. Keep an eye on AU email and our social media for more details.

#### Proposal status

Approved speakers will be notified by email in mid-June 2023 and you can check the status of your proposal in mid-June 2023 by signing in to the [AU website](#) and clicking on your profile. Select My AU to view the status.

## Rights to AU class content

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. These are licensed under [Creative Commons](#). **You'll find details in the AU Contributor Agreement once accepted.**

## Contact and support

Email [au.speaker@autodeskuniversity.com](mailto:au.speaker@autodeskuniversity.com) with questions about proposal submissions.

## Industry Topics and Themes

Explore the topics and themes we're most interested in receiving proposals on this year.

### Product Design & Manufacturing

The world is demanding more from manufacturing—more and better products, greater customization, with less impact. We can meet these challenges only through embracing continued innovation and being willing to reinvent what and how we design and make.

Tell us how you're:

- Using the **digital thread** to connect every part of the product lifecycle.
- Deploying **automation** to improve efficiency and create a better customer experience.
- Integrating new tools and processes to improve **collaboration**.
- Using **connected data** and a **common data environment**.
- **Reducing impact** through sustainable use of materials and energy.
- Using technology to **improve health and safety** for your workers and **build resiliency**.

### Media & Entertainment

The landscape continues to transform for film, TV, games, and design visualization, with the cloud becoming central not only to how we consume content, but to how we produce it, too. Whether you're talking about sharing dailies in real time from set, collaborating with effects producers and animators on other continents, or sharing design visualization experiences from anywhere, new technologies and a cloud-based platform are creating new possibilities for producers, creators, and technicians.

Tell us how you're:

- **Connecting workflows, data, and teams** across the entire production lifecycle from initial concept to final delivery.
- Achieving new levels of **technical and creative excellence**.
- Making **open standards** central to your production processes.
- **Improving resource planning** and management.
- **Reducing waste**, rework, and redundancy.
- **Increasing efficiency** in production and post.

## Building Design & Engineering

BIM is more than a tool for design—it's a tool for decision-making. And as the demand for more and better buildings and infrastructure continues to grow, digitized approaches enable us to take an informed approach to the entire project lifecycle, from conceptualizing and design through construction, handover, and operations, keeping data at the center of the process.

Tell us how you're:

- **Connecting workflows, data, and teams** across disciplines using the cloud.
- Using a **common data environment** to improve processes.
- Using **outcome-based design, simulation, and data-driven insights** to make better decisions earlier in the process.
- **Automating tasks** to reduce repetition and boost creativity.
- Bringing the benefits of BIM to new stakeholders, including owners, with **digital twins**.
- **Reducing waste and carbon emissions** and conserving resources.

## Construction

Construction professionals know they need to build faster, more efficiently, and more sustainably to meet global needs—and the technology that can enable this is finally here. The waste and inefficiency that was once standard in the industry is giving way to informed processes, connected teams, and workflows that ensure the right people have the data they need when they need it.

Tell us how you're:

- Using data to better **connect your teams, processes, and partners**.
- Connecting all the phases of the building lifecycle with a **common data environment**.
- Digitizing your processes, including **estimation, quantification, bids, scheduling, and project management**.
- Using **prefabrication, industrialized construction, and Design for Manufacture and Assembly (DfMA)** to achieve better results.
- **Reducing material waste and greenhouse gas emissions** in your building processes.
- Developing the construction **workforce of the future** and improving health and safety on site.

## Autodesk Platform Services

Autodesk Platform Services is the set of cloud-based APIs that enable you to connect your data, teams, and capabilities at every phase of a project, no matter what industry you're in, where the work is being done, or what software it was originally created in. Accelerate your digital transformation and reimagine your business goals by automating processes, visualizing data, simplifying collaboration, and solving problems in new ways.

Tell us how you're:

- **Connecting data, processes, and people** in the cloud.
- **Visualizing data**, extracting insights, and improving decision making.

- **Automating processes and streamlining workflows**, from design and engineering to configuration and sales.
- **Transforming your business** and unlocking new ways to create competitive advantage.
- Using industry platforms **Forma, Fusion, and Flow**.
- Implementing **early-stage planning** and **outcome-based design** to create more sustainable projects.

## AutoCAD & General Design

Drafting is an essential phase of every design project, whether you're making buildings or products, and AutoCAD is the industry leading design tool trusted by millions. We want to know how you are continuing to innovate and advance your practice to design and make a better world for all with AutoCAD.

Tell us how you're:

- **Automating tasks and accelerating insights**.
- **Improving efficiency** in your workflows and using new features.
- Using the **specialized toolsets in AutoCAD** to save time and increase productivity.
- **Connecting your AutoCAD workflows to 3D modeling software** and Autodesk Platform Services to achieve better results.
- Connecting AutoCAD across **desktop, web, and mobile platforms**.
- **Improving sustainability** and reducing negative impact for your AutoCAD projects.

## Education

At Autodesk, we recognize that technology is transforming every aspect of our lives, including education, and we are constantly exploring new ways to harness the power of technology to enhance the learning experience. Our cloud-based tools are enabling new models of collaboration and teaching, enabling students to access learning anytime, anywhere. We are embracing emerging technologies like automation and generative design because we believe that developing these skills will be critical for the jobs of the future. We are committed to fostering a community of lifelong learners who are empowered to drive innovation and change in their fields.

Tell us how you're:

- **Reimagining educational programs**, exploring new classroom models, and creating the future of design and make education.
- Empowering students, lifelong learners, and other educators to **develop the skillset and mindset** necessary to solve tomorrow's most pressing challenges.
- Leveraging learning content, courseware, certifications, and industry collaborations to keep your curriculum relevant and **enrich the learning experience**.
- **Using data, automation, and collaboration** to enrich and enhance the learning experience.
- Using our design and make platform to help students innovate and **prepare for the convergence of roles in the future**.