

## Professional Practice Seminar Blog

### Week Six – Seminar Seven

Attendance: 80%

Attendees: Matthew Bingham, Elizabeth Cowin, Morley Spinks, Sarah Young

Date: Monday 15<sup>th</sup> November

Tutors: Anthony Dalby, Simon Chiou

### Exhibition Introduction

This week was all based around discussions about the exhibition that we will have on December 6<sup>th</sup>, 2021. The exhibition will be a chance for us to present our businesses and give reasons as to why people should invest in us. Anthony Dalby started the session with a presentation where he ran through different factors that we need to consider to make a good impression on people, he also ran through a timetable of the day and why its important to stay professional all day. In our group we then went on to discuss how we should present ourselves on the day and what we need to include in our programme, it was also pertinent for us to consider factors that we may have included if the COVID-19 pandemic was not still current. This included things like refreshments and business cards but in fear of cross contamination we brainstormed new ideas that could give people the same experience.

Something that we also had to consider was who was going to be there, Anthony discussed how he would be inviting people based on his previous experience of this project, but it would be important for us to think about the clientele we would want to be there and who we are trying to promote our company too. These interactions not only improve our company and our brand ideas inside of the project but also help us outside of the project giving us some new networking routes with people that we may interact with in our architecture career.

As how we present ourselves at the exhibition is important, we discussed this for the majority of the seminar, gathering all ideas together to make the best presentation possible. At the end of the session however, we thought it would be important to look back on what we have created as a group. We went through the different files and how these would be represented on the website as well as what we need to complete for our deadline, making sure we are on track for a stress-free submission.

To finish off the seminar, we all were assigned tasks for us to carry on working on and we agreed that we would meet outside of our timetabled session in order for us keep working consistently. We also ensured that we communicated all ideas to Heema Mistry due to her absence and making sure all members are up to date as well as coping with the work they have to do is important. We hope that next week we can bring together all of our information to start making final decisions as and finalising elements of the website.