



# Atlanta, GA

## Where Historical Tradition Meets the Innovation of the Future

### APPA 2011 – Cutting Edge and Insightful

**A**PPA 2011 is the premier event for educational facilities professionals... the ultimate networking and learning experience for facilities officers, directors, and management personnel at every level, and from around the world.

APPA 2011 will explore the latest trends, challenges and solutions facing facilities organizations within colleges and universities; K-12 private academies and public school systems; libraries, museums, and other institutions of learning.

Over 40 conference sessions will offer the latest practices, innovative solutions and practical guidance, with a focus on the following this year in Atlanta:

- How will technology influence education and facilities over the next 10 years?
- How will facilities professionals prepare their institutions for the next-generation of learning?
- How will technological innovation impact traditional learning and the management of capital assets?
- How will educational facilities institutions balance tradition with innovation?
- How will facilities professionals influence and lead efforts to shape tomorrow's education business model?

**Register Today at**

**[www.appa.org/training/appa2011/registration.cfm](http://www.appa.org/training/appa2011/registration.cfm)!**

#### Headlining Sessions

Meet educational facilities professionals throughout the United States, Canada and from around the world. APPA 2011 conference sessions will offer diverse perspectives from today's leading facilities officers, campus administrators, college presidents, students, and education experts who are shaping and influencing the direction of education and the campus facilities environment.



#### **Innovation and Technology: The Next Gen Learning Experience and Its Impact on Campus Facilities**

Information technology and communications systems have advanced at unprecedented levels in recent years, creating a "24/7" approach to education that takes students outside of the classroom, and into the internet for instruction, coursework and interaction with faculty and administrators. What is the future impact to capital assets, buildings and infrastructure, and what steps will educational institutions need to take to adjust and succeed in the "next-gen" technology revolution? What will today's campus look like in tomorrow's "non-tethered" learning environment? This session will explore the impact of technology innovation on education, and the role and place of traditional learning over the next 20 years. Hear from a panel of leading education and facility professionals who are adapting their educational institutions for the next stage of learning, research and global competitiveness in education.

# Atlanta



## Balancing Tradition with Innovation: *Is There Room for Both?*

For centuries, a commitment to the traditional and “holistic” learning environment of learning, living and sharing of experiences as one campus community has been a vital component of the institutional mission. But among older learning institutions in particular, educational missions set in place more than a century ago are being challenged by innovation, changing demographics, and new generational expectations of students, as well as expectations of older, returning students seeking to balance work with learning. These changes, coupled with recent economic uncertainties, are placing great stress on the traditional institution model. During this session, a panel of experts and education professionals will examine the sustainability of the traditional education experience and how to strike a balance between old and new that meets the needs of students and the entire campus community.



## Leading the Challenge of Change: *How Facilities Professionals Can Help Repair the Educational Business Model*



Innovation and student expectations -- coupled with economic uncertainties, are placing great stress on the traditional business model for education, resulting in escalating tuition costs, lower funding and reduced services. What corrective measures must be taken to repair the education business model? What will the future hold if measures are not taken? This panel session will engage audience members in the dialogue and discussion on where education is headed; how institutions can remain competitive; and how facilities professionals can help lead for change that will advance their institutions and the education of their students.

## Top 10 Reasons Why APPA 2011 is Just for You!

1. Expose yourself to cutting-edge programming
2. Hear from industry experts.
3. Learn from new trends.
4. Meet and exchange best practices with colleagues from around the globe.
5. Budgets are tight - get all your development in one place.
6. Learn how to best position your institution in these critical times.
7. Expand your reach with business partners.
8. Discover new and innovative ways to manage your team.
9. Rejuvenate.
10. Network – Network – Network



## Interested in exhibiting?

Visit us today at <http://www.appa.org/training/APPA2011/exhibitorssponsorship.cfm> to see why APPA's 2011 Hall of Resources is where you need to be! For additional assistance contact Suzanne Healy at [suzanne@appa.org](mailto:suzanne@appa.org) or Corey Newman at [corey@appa.org](mailto:corey@appa.org).

*Georgia*