



Australian  
Institute of  
Architects

## Learning Outcomes – T2 Concurrent Sessions

- Identify what makes architectural practices and services uniquely appealing to future clients by analysing and responding to typical sector-based needs and problems.
- Determine and strategically target ideal clients through tailored marketing and communications messaging.
- Evaluate delivery channels and platforms to promote architecture practices and services to a wider audience.
- Describe alternative business and delivery models to increase the impact and reach of the architect beyond traditional fee-for-service models.