

ULI Advisory Services Program: Panel Writer Description

Overview:

ULI Advisory Service Panels work with local governments, private developers, community development corporations, and many other organizations to address the most challenging real estate and land use issues facing communities today. They do this by providing independent, timely, candid, and objective input from national real estate, land use, design, and planning expert panelists over a defined panel engagement period. The two primary deliverables for this effort are 1) a final presentation of the panel's recommendations given to the panel sponsor at the end of the panel engagement, and 2) a report further detailing those recommendations provided after the panel engagement. The writer will be responsible for work related to the report.

Scope of Work:

The writer will attend the panel engagement and participate as project staff. They will then write a report based upon content produced by panelists.

The report involves:

- Compiling the contributions from panelists into a single document
- Editing the report so that it reads in one voice
- Adding original content where necessary to provide refined context
- Ensuring that the report documents the recommendations from the panel
- Formatting document to match ULI standards for submittal to ULI's editing staff
- Identifying appropriate images and placement of these images, as well as curating a corresponding library of images in a single specified location
- Examples may be found on the [Advisory Services webpage](#)

This report will include an executive summary, overview of the scope of work, background and context-setting information, recommendations, and conclusions of the panel engagement. You will organize photographs for use in the report and identify their placement. You will also create a caption sheet for these images in a separate document, and curate a corresponding library of images in a single specified location. Graphics developed by the panelists shall be made available to you for use in the report, as appropriate. Maps and other graphics will also be made available by the project manager, and in coordination with the project staff and the vASP sponsor.

You will submit a report outline and draft report for review to the Project Manager and will coordinate with the Project Manager on edits to the report. The project will be

complete upon your satisfactory response to any questions or revisions of the report from the Project Management Team.

Authorship Credit:

The writer will be credited as one of the preparers of this report and/or its subsequent iterations under the 'Project Staff' or in another appropriate location within the final report.