



2012 Call for Presentations: Submission Guidelines

2012 National Conference

“Golden Connection”

March 11-14

San Francisco, California

Types of Presentations

Conference presentations take two forms:

- **Breakout sessions** are 75 minutes in length, allowing for more in-depth coverage of the topic at hand, along with time for questions and answers.

- **Roundtables** are 30-minute, small-group discussions that give presenters time to hit the highlights and participants a chance to share their own ideas, all in a more informal setting.

Both breakouts and roundtables are designed to showcase the very best ideas in community college marketing and PR, with emphasis on current trends, exemplary practices and proven approaches.

Subject Areas

- Alumni Relations
- Using Facebook for Alumni Relations or Advocacy
- Small Shop Solutions
- In-House Video
- Key Steps for a Successful RFP Process
- Mobile Marketing
- Facebook Tabs
- Creating a Social Media News Release
- Developing Effective Relations with Advertising Agencies

General Guidelines

Presenters may be marketing and PR professionals or CEOs from two-year colleges or professionals from organizations with related expertise and mission.

Conference organizers reserve the right to edit session titles and descriptions for conference promotional materials and to suggest alternative formats or joint presentations as appropriate.

NCMPR will provide basic audiovisual equipment to support keynote and breakout presentations, including microphones, LCD projectors, Internet access, etc. (AV will NOT be provided for roundtable sessions, which are not conducive to AV because of their format.) Other special equipment needs may be arranged at the presenter's expense. Presenters are responsible for furnishing their own laptop computers and software if required for the presentation. Presenters are encouraged to provide handouts for all participants.

Presenters are expected to pay all expenses to the conference. Those who are NCMPR members must also pay conference registration fees. The submission of a proposal will be considered as a commitment to participate in the 2012 conference if the proposal is selected for presentation.

Selection Process

Preference will be given to those who have made their presentations at district conferences or in other professional venues. Those who submit proposals accepted for presentation will be notified by Aug. 1, 2011.