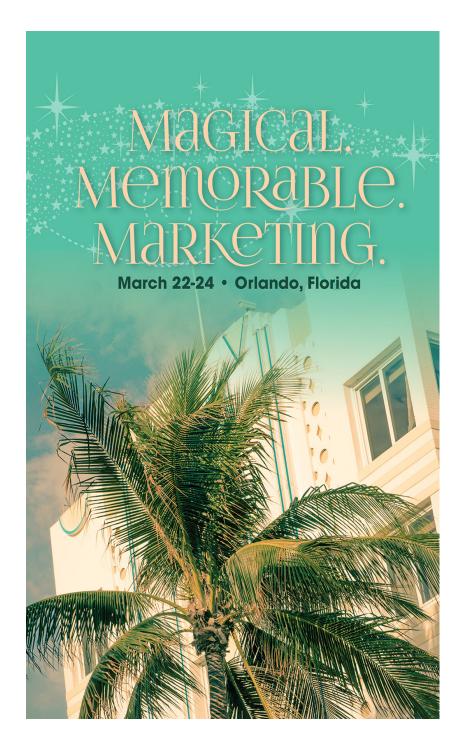
2020 NATIONAL CONFERENCE

Call for Presentations Share YOUR Magic!

With an abundance of thrill rides and theme parks, Orlando is truly a magical place. Home to Disney and Universal, it's one of the world's most-visited family destinations. And now, it's the destination for NCMPR's 2020 national conference.

The magic takes place March 22 to 24, and NCMPR is now seeking proposals for presentations on all things amazing in community college marketing and communications. We're looking for unforgettable ideas on topics ranging from recruitment to brand building and from media relations to marketing, graphic design, digital tactics and more.

Share YOUR magic – your most creative, memorable marketing ideas. Don't hold back. Reveal the twists and turns, ups and downs, and all-around incredible things you're doing to recruit students and raise awareness of your college.



The deadline for submitting proposals is May 17.

Questions?

Contact NCMPR's national office at (505) 349-0500.



TYPES OF PRESENTATIONS

BREAKOUT SESSIONS are one hour in length, allowing for in-depth coverage of the topic, along with questions and answers.

SHORT TAKES are 30-minute sessions that get straight to the point to deliver helpful tips and techniques in a variety of subject areas.

PRE-CONFERENCE INTENSIVES are three hours in length and are designed as hands-on, interactive presentations that provide detailed, how-to information about the subject matter.

All sessions 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

Marketing

Integrated Marketing
Market Research
Marketing Plans
Comprehensive Marketi

Comprehensive Marketing/ Advertising Programs Direct Mail Campaigns

Measuring ROI

Public Relations

Publicity

Government Relations Community Relations Media Relations Special Events

Crisis Communications

Technology

Website Development
Web Content Management

Mobile Apps

Design

Graphics and Design Photography Videography Website Design Digital Imaging Designing for Print Designing for Online

Personal and Professional

Development

Sustaining Creativity
Coping With Stress
Management Issues
Climbing the Career Ladder

Institutional Advancement

Donor Communications Alumni Relations Fundraising

Recruitment / Retention / Outreach

Enrollment Management
High School Recruitment Programs
Successful Retention Programs
Customer Service

Social Media

Integrating Social Media Into the Marketing Mix Social Media Plans and Strategies Social Media Channels Social Media Policies

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 presentations, including microphones, LCD projectors, internet access, etc. 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 2020 conference if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO. Those who submit proposals accepted for presentation will be notified by Aug. 15.