

# 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 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.