



# Call for Presentations

## NCMPR 2019 District 1 Conference

**"Small by Mighty"**

Nov. 11-13

Providence, Rhode Island

Your department may be small, but you do MIGHTY work and what better place to share your mighty ways than at the District 1 2019 conference. Join your fellow District 1 colleagues in Providence, Rhode Island (the country's smallest state) from Nov. 11 to 13, to share a best practice or innovative approach to your work.

Submit a proposal to present at the District 1 conference! From advertising strategy and digital marketing to videography and visual communications, we're open to a variety of topics for both 60-minute breakout sessions and 30-minute short-takes. We are interested in panels that highlight our Small but Mighty theme as well.

Being selected as a presenter is a great way to expand your professional skills and secure your college's support to participate in professional development conferences. Submit your proposal today!

**For priority consideration, be sure to tell us how you can tie your session into our conference Small but Mighty theme. Include your key takeaways, practical applications or case studies.**

***The deadline for submitting proposals is Friday, JUNE 7.***

## TYPES OF PRESENTATIONS

- **Breakouts:** Breakout sessions are one hour in length and should provide in-depth coverage of the topic at hand while allowing time for questions and answers.
- **Short Takes:** These 30-minute sessions get straight to the point to deliver helpful tips and techniques on a variety of subjects.

Both breakouts and short-take 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.

## 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. 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 2019 District 1 conference if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO.

## TOPICS FOR CONSIDERATION

If you are doing 'Small but Mighty' work at your campus, consider a best practice, innovative approach or creative idea that is helping raising awareness at your college or lending to student success. Some topic areas to consider include:

- Recruitment communications
- Digital marketing and integrated campaigns
- Crisis communications and reputation management
- Media relations
- Social media strategy
- Behavioral marketing
- Data, measurement and evaluation
- Leadership
- Event management
- Branding

## QUESTIONS?

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