



# ***Call for Presentations***

NCMPR 2019 District 2 Conference

***“Rising to the Challenge”***

Oct. 21-23, 2019

Asheville, N.C.

Your community college marketing department faces unique challenges every day. And every day you find innovative solutions to help your college be successful. We'd love to hear your stories this fall at our 2019 NCMPR District 2 Conference. Join your fellow District 2 colleagues in the beautiful mountains of North Carolina as we explore the many ways we can rise to the challenge with new approaches and best practices.

Submit a proposal to present at the District 2 conference today! 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 sessions that highlight our ***Rising to the Challenge*** theme as well.

For priority consideration, be sure to tell us how you can tie your session into our conference theme ***Rising to the Challenge***. Include your key take-aways, practical applications or case studies.

**Deadline for submissions is Friday, May 31.**

# TYPES OF PRESENTATIONS

**Breakouts:** Breakout sessions are 55 minutes in length and should provide in-depth cover-age of the topic at hand while allowing time for questions and answers.

**Short Takes:** These 25-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 best ideas in community college marketing and public relations, 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 2 conference if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO.

### ***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
- Measurement and evaluation
- Leadership
- Event management
- Branding

### **QUESTIONS:**

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