



Call for Presentations

"Marketing 360"

NCMPR 2019 District 3 Conference

Sept. 29-Oct. 1
Milwaukee, WI

Join your colleagues this fall in Milwaukee, Wisconsin for the 2019 NCMPR District 3 conference as we share ideas, master new concepts and re-energize. The theme for this year's conference is "Marketing 360." The programming is meant to be broad-reaching and expected to cover numerous subjects during the duration of the conference. Presentations will range from 25-minute 'short takes' sessions or roundtables, to 1 hour-long sessions focused on in-depth subjects.

Do you have innovative marketing and public relations ideas or best practices to share? We want to hear from you! Below is a list of possible program topics. Bring us your best ideas. And don't be shy about suggesting something totally different. When submitting proposals, please indicate whether the session content is for '**beginner**' or '**advanced**.'

- Analytics
- Branding
- College events
- Communications
- Content management
- Content marketing
- Crisis management
- Design
- Digital
- Earned media
- Industry outreach
- Marketing
- Leadership/management
- Media relations
- Photography
- ROI
- SEO
- Social media
- Video
- Web

The deadline for submitting proposals is Friday, June 7.

TYPES OF PRESENTATIONS

- **Breakouts:** Breakout sessions will be 60 minutes in length and should provide in-depth coverage of the topic at hand while allowing time for questions and answers.
- **Short Takes or Roundtables:** These 25-minute sessions get straight to the point to deliver helpful tips on a variety of subjects.

Proposal submissions are open to NCMPR District 3 members. Vendors may present in partnership with a NCMPR member college and will be required to be an exhibitor or sponsor.

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

TOPICS FOR CONSIDERATION

Consider submitting a proposal for a best practice, innovative approach or creative idea that is helping raising awareness of your college, advancing student success or helping you in your profession. **See the list on Page 1.**

QUESTIONS?

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