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# Call for Presentations

## NCMPR 2019 District 4 Conference

Oct. 27-29

Albuquerque, New Mexico

Join your NCMPR colleagues this fall at the 2019 District 4 conference. Together we'll lift our marketing efforts to new heights in the hot air balloon capital of the world — Albuquerque, New Mexico.

Do you have winning ideas to share? We want to hear about your creative, problem-solving solutions and the great work you've done on your campus over the past year. Submit your presentation proposal today! We are open to all ideas but priority consideration will be given to those that fit well with the conference theme.

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

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### TYPES OF PRESENTATIONS

- **Breakouts:** Breakout sessions are 60 minutes in length, allowing for in-depth coverage of the topic at hand, along with time for questions and answers.

- **Short Takes:** get straight to the point to deliver helpful tips on a variety of subjects.

Both breakouts and roundtables 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; CEOs, recruiters or development staff 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; presenters are responsible for furnishing their own computers and software if required for the presentation. Other equipment needs may be arranged at the presenter's expense. 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 4 conference if the proposal is selected for presentation.

## SUBJECT AREAS

### Marketing and Advertising

- Marketing Basics
- Marketing Plans and Research
- Experiential and Behavioral Marketing
- Digital Marketing and Integrated Campaigns

### Public Relations

- Government and Community Relations
- Media Relations
- Crisis Communications
- Special Events
- Development and Alumni Communication

### Publications and Design

- Writing
- Photography
- Print Production
- Electronic Publishing

### Measurement and Evaluation

- Strategic Planning
- Essential and Emerging Measurement Tools
- Measuring and Evaluating Relationship Building, Reputation or Brand Awareness

### Recruitment and Retention

- Enrollment Management
- Recruitment Communications
- Successful Retention Programs

### Digital Technology

- Digital Advertising for Novice and Expert
- Website Makeovers 101
- Social Media Implementation
- Using Technology to Reach Students
- High-Tech, High-Touch Customer Service
- Do's and Don'ts for Digital Messaging
- Low-cost Ways to Reach Students Digitally

### Personal and Professional Development

- Sustaining Creativity
- Dealing with the Daily Realities of our Fast-Paced Profession

### Leadership

- Management Skills
- Mentoring Newcomers
- Long-Range Planning
- Higher Education Issues

## QUESTIONS?

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**If you have another timely or relevant topic you'd like to present, please share it!**