



Call for Presentations

"Big Ideas in the Little Apple"

NCMPR 2019 District 5 Conference

Manhattan, Kansas

Oct. 6-8, 2019

The deadline for submitting proposals is Friday, May 31.

Connect with your District 5 colleagues this fall for two days of Big Ideas in the Little Apple! Learn some new tricks and recharge your creative batteries so you can become an even better marketing and PR pro.

Got big ideas? Share them! Show off your creative problem-solving solutions and all-around great work you've done over the past year! We want to see and learn from your experience.

WHY PRESENT?

- Presenting at a conference is a great way to expand your professional skills.
- Show off your Medallion and Paragon winning pieces. Tell us how you did it and what you learned along the way.
- Boost your street cred with your colleagues and your boss. Being selected to present often helps you make the case for attending!
- Build your resume and be able to call yourself a presenter.

- As you prepare for your presentation, you'll increase your understanding of your subject matter (you always end up learning way more than you teach!)
- Get more involved with NCMPR and get noticed by fellow members – a great stepping stone and easy way to explore future leadership opportunities.
- Presenting at the district level is a great way to test-run your presentation for the national conference.

PRESENTATION FORMATS

- **Breakouts:** Breakout sessions will be 60 minutes in length and should provide in-depth coverage of the topic at hand while allowing time for Q & A.
- **Quick Takes:** These 30-minute presentations allow presenters to get straight to root of particular challenges or tasks and offer quick tips how to successfully address them. Emphasis is on the task and results and require less in-depth analysis or background (think PAR: Problem, Action, Results). Allow time for Q & A. Topics should fall into one of the following tracks: Multimedia & Design or Messaging & Marketing.

Breakouts and Quick Take sessions are limited. Persons submitting may be asked to consider switching formats depending on volume and type of submissions.

GENERAL GUIDELINES

Presentation submissions are open to NCMPR District 5 members. Vendors may present in partnership with a NCMPR member college and will be required to be an exhibitor or sponsor.

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 District 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. Some topic areas to consider include:

- | | |
|--|---|
| • Equity and diversity | • Integrating efforts with institutional research |
| • Improving the student experience | • Personal and professional development |
| • Leadership and management | • Recruitment and retention communications |
| • Improving retention and persistence | • Digital marketing and integrated campaigns |
| • Integrating career pathways into your marketing strategy | • Crisis communications and reputation management |
| • Best practices and lessons learned in implementing a CRM | |

- Public, media or government relations
- Social media strategy
- Design and creative process
- Behavioral marketing
- Data, measurement and evaluation
- Higher education issues
- Event management
- Branding

HOW TO SUBMIT

Visit <https://www.ncmpr.org/call-for-presentations> to submit your proposal. Click on District 5, then follow the steps and answer the questions. Deadline to submit is Friday, May 31, 2019.

QUESTIONS?

Jeff Ebbing, District 5 Director
Southeastern Community College
(319) 208-5060
jebbing@scciowa.edu

