



# *Call for Presentations*

## **NCMPR 2019 District 6 Conference**

Park City, Utah

Sept. 25-27, 2019

Join your colleagues in Park City, Utah at the fall NCMPR District 6 conference as we inspire, innovate and invigorate our way to being marketing and communication champions.

We are looking for your **WINNING** ideas and creative, problem-solving, storytelling, inspiring and all-around great work you've accomplished this past year! If you have a presentation or activity that you would like to share at the District 6 conference, NCMPR is now seeking proposals. We are open to all ideas but are looking for presentations that fit well with the following topics:

- Equity and diversity
- Mapping and improving the student experience
- Leadership and management
- Improving retention and persistence
- Integrating career pathways into your marketing strategy
- Best practices and lessons learned in implementing a CRM
- Integrating efforts with institutional research

Be creative and think different! 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!

***The deadline for submitting proposals is Friday, May 31.***

## 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.
- **Roundtables/small group sessions:** These 30-minute, small-group discussions give presenters time to hit the highlights and offer participants a chance to share their own ideas, all in a less formal, more collaborative setting.

Proposal submissions are open to NCMPR District 6 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 6 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
- Mapping and improving the student experience
- Leadership and management
- Improving retention and persistence
- Integrating career pathways into your marketing strategy
- Best practices and lessons learned in implementing a CRM
- Integrating efforts with Institutional Research
- Personal and professional development
- Recruitment and retention communications
- Digital marketing and integrated campaigns
- Crisis communications and reputation management
- Public, media or government relations
- Social media strategy
- Design and creative process
- Behavioral marketing
- Data, measurement and evaluation
- Higher education issues
- Event management
- Branding

## QUESTIONS?

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