



# *Call for Presentations*

**"Set Sail for a New Destination"**

## **NCMPR 2019 District 7 Conference**

**Friday Harbor (San Juan Islands), WA**

**Oct. 23-25**

Come discover the San Juan Islands this fall as NCMPR District 7 sets sail for the enchanting, historic Friday Harbor seaport, where you'll make new discoveries and inspire your senses.

If you have an inspiring presentation, activity or small group session that you would like to share at the District 7 conference, NCMPR is now seeking your proposals. Share your most notable marketing ideas, creative discoveries, and communication successes. We are open to all ideas but are looking for presentations that fit well with the following topics:

- **Equity and inclusion**
- **Experiential marketing**
- **Photography**
- **How to be in the right frame of mind for success**

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 24.***

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## TYPES OF PRESENTATIONS

- **Breakouts:** Breakout sessions will be 45-50 minutes in length and should provide in-depth coverage of the topic at hand while allowing time for questions and answers.
- **Small group sessions:** These sessions are 30-minutes in length that get straight to the point to deliver tips and techniques on a variety of subject areas or allow for group discussion or an activity.

Proposal submissions are open to NCMPR District 7 members and their guests. Vendors may present in partnership with a NCMPR member college. Please note: A vendor spotlight is being planned in the conference program, giving each vendor an opportunity to briefly speak and connect with conference attendees.

## 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 7 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:

- Experiential marketing
- Equity and inclusion
- Photography
- 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
- Leadership / management skills
- Higher education issues
- Event management
- Branding

## QUESTIONS?

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