



Call for Presentations

NCMPR 2021 District 3 Conference

Pure Creativity

Oct. 3-5, 2021

Grand Rapids, Michigan

ABOUT THE CONFERENCE

The 2021 NCMPR District 3 Conference will be held in Grand Rapids, Michigan, at the historic Amway Grand Plaza Hotel. This year's hybrid conference will offer in-person and virtual attendance options and will feature expert keynote speakers, engaging sessions, and the popular Medallions Awards ceremony – all in the heart of what Forbes magazine calls “one of the 10 best downtowns in the U.S.A.”

The Amway Grand Plaza Hotel melds a touch of the past with modernity. Snuggled in downtown Grand Rapids, it offers majestic views of the Grand River and is surrounded by eclectic museums and stunning architecture. This walkable city is home to limitless entertainment, fabulous restaurants, and cultural events including ArtPrize, one of the world's most attended public art events.

TOPICS

The theme of this year's conference is “Pure Creativity,” inspired by the Pure Michigan brand, which is known around the world. Michigan is famous for its natural beauty and automotive legacy. Innovation and creativity are the sparks that keep its engine revved up and ready to roll. That is true whether we're talking about mobility or transforming lives through education. Come experience west Michigan and the Pure Creativity of marketing and public relations teams from across our district.

Do you have innovative marketing and communication ideas or best practices to share? We want to hear from you! Bring us your best, and do not be afraid to suggest something totally different. Sessions should be broad-reaching and cover a variety of subjects. The planning committee compiled a list of topics that could be covered in the program sessions. Because marketing and communications encompass so many areas, it will be helpful to attendees for the session description to include a marker for beginner or advanced content.

Possible Topics

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

TYPES OF PRESENTATIONS

- Breakout Sessions are 60-minutes in length, allowing for in-depth coverage of a topic, along with questions and answers.
- Short Take Sessions are 30 minutes and get straight to the point to deliver helpful tips and techniques on a variety of topics.

GENERAL GUIDELINES

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 a conference exhibitor or sponsor.

Presenters may be marketing and PR professionals or CEOs from two-year colleges or organizations with a related expertise and mission. Conference organizers reserve the right to edit session titles and descriptions for conference promotional materials and suggest alternative formats or joint presentations as appropriate. To support keynote and breakout presentations, NCMPR will provide basic audiovisual equipment, including microphones, LCD projectors and Internet access. 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. Presenters are encouraged to provide digital handouts for all participants. Presenters are expected to pay all expenses to the conference. Proposal submission will be considered a commitment to participate in the 2021 District 3 conference if the proposal is selected for presentation, and submission indicates that you have permission and support from your college CEO to attend the conference.

Please note! All presenters should be on-site for the conference. However, because of the COVID-19 pandemic, this conference will be a hybrid event, including a virtual event hub in addition to the in-person conference. By submitting a proposal, presenters are agreeing to record a version of their presentation for attendees who cannot attend in-person.

Questions?

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