



## SAVE THE DATE

NCMPR District 5 Conference  
September 26–28, 2022  
Hilton Garden Inn  
Sioux City, Iowa

## CALL FOR PRESENTATIONS

### ABOUT THE CONFERENCE

The 2022 NCMPR District 5 Conference will be held in Sioux City, Iowa at the Hilton Garden Inn, located on the Missouri River. Let's enjoy beautiful views and a relaxing setting as we learn from industry experts, special speakers, and each other. Our goal for this conference is to send you away with renewed skills, creativity, and mindsets.

### SHARE WHAT YOU KNOW – BE A PRESENTER!

Hearing from our marketing counterparts is one of the highlights of the conference. We'd love for you to tell us about your innovative ideas, new discoveries, success stories, lessons learned, and projects that went well (or not so well).

According to previous conference surveys, topics of interest include:

- Doing more with less
- Leveraging YouTube
- Incorporating data into decision making and planning
- Emerging social media platforms
- Best practices for SnapChat
- Strategies for increasing your marketing ROI
- Ideas and trends for engaging high school and nontraditional students
- Marketing automation
- Videography for beginners
- Maintaining creativity when you're feeling burnt out

- Marketing's role in diversity, equity, and inclusion initiatives
- Advocating for diversity, equity and inclusion within a culture of resistance
- Advertising timing tips to get the most bang for your marketing buck
- Marketing through effective storytelling
- Crisis communication
- Sustaining communication during a pandemic
- Media relations tips and on-camera interview prep
- Effective digital writing
- Email communications
- Website tips and tricks
- How marketing fits in with retention/completion
- Communication plans that span from cold lead to alumni
- Tactics for a better relationship with administration
- Earned media
- College events
- Photography
- SEO
- Industry outreach
- Leadership

## **PRESENTATION FORMATS**

Breakouts sessions: a 60-minute presentation that provides in-depth coverage of a topic. Allow time for Q & A.

Quick takes: a 30-minute presentation that gets straight to the root of particular challenge or task and offers quick tips to successfully address them. Allow time for Q & A.

Persons submitting may be asked to consider switching formats depending on volume and type of submissions.

## **GENERAL GUIDELINES**

Proposal submissions are open to NCMPR District 5 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 expected to include their key audience takeaways in their presentation materials and 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 5 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.

NCMPR welcomes members of all backgrounds, ethnicities, nationalities, religions, gender identities and sexual orientations. We take a resolute approach in our response to any display of insensitivity to diversity and inclusion through words, images or actions. We seek to foster an organization that is universally welcoming, respectful, educational and professional. Presenters and conference presentations are expected to be inclusive and respectful in all areas, including but not limited to terminology and imagery.

## **QUESTIONS?**

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