



**Call for Presentations  
NCMPR 2022 District 3 Conference  
September 28-30, 2022  
Chicago, Illinois**

**About the Conference**

The 2022 NCMPR District 3 Conference will be held in Chicago, Illinois, at the Hyatt Regency Chicago located in the heart of downtown steps from the Chicago Riverwalk and blocks from Millennium Park. This year's in-person conference will feature expert keynote speakers, engaging sessions, and the popular Medallions Awards ceremony.

Chicago's unique location not only makes it the perfect hub for connecting with colleagues but also to experience world-class attractions such as Navy Pier and Willis Tower, one of the world's tallest buildings. A diverse city with a signature skyline, Chicago has something for everyone with hundreds of theaters and cultural experiences, iconic museums, and abundant shopping and dining options.

**Conference Theme & Topics**

After two years of travel restrictions and lockdowns, we are ready to get GOing! The theme of this year's conference is "ChicaGO: Transport Your Marketing to the Next Level." Inspired by the Chicago transportation system, which is one of the largest travel and logistics hubs in the world spanning rails, highways, water, and air, Chicago is the perfect location to connect, innovate, and share best practices with your fellow two-year marketing and communications pros.

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.

**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

## **Possible Topics**

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

## **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 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 2022 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.
- 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.

Please note! All presenters must be on-site for the conference.

## **Questions?**

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