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# Call for Presentations

## NCMPR 2022 District 4 Conference

October 20-22, 2022

Houston, Texas

Join your NCMPR colleagues this fall at the 2022 District 4 conference. We're inviting you to energize your marketing in the energy capital of the world – Houston, Texas.

Do you have winning ideas to share? We want to hear about your creative, problem-solving solutions and the great work you've done on your campus over the past year. Submit your presentation proposal today! We are open to all ideas, but priority consideration will be given to those that fit well with the conference theme -- Energize Your Marketing – and to member requested presentations in areas of digital advertising, social media, video, and recruiting/enrollment.

### TYPES OF PRESENTATIONS

- Breakouts: Sessions are 60 minutes in length, allowing for in-depth coverage of the topic at hand, along with time for questions and answers.
- Short Takes: Get straight to the point to deliver helpful tips on a variety of subjects in a roundtable format.

Both breakouts and short takes are designed to showcase the very best ideas in community college marketing and PR, with emphasis on current trends, exemplary practices and proven approaches.

**The deadline for submitting proposals is Friday, July 22.**

## GENERAL GUIDELINES

- Proposal submissions are open to NCMPR District 4 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; CEOs, recruiters or development staff from community and technical 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 suggest alternative formats or joint presentations as appropriate.
- To support keynote and breakout presentations, NCMPR will provide basic audiovisual equipment. Presenters are responsible for furnishing their own laptop computers and software if required. Other special equipment needs may be arranged at the presenter's expense.
- 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 4 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.

## SUBJECT AREAS

### Marketing and Advertising

- Marketing Basics
- Marketing Plans and Research
- Experiential and Behavioral Marketing
- Digital Marketing and Integrated Campaigns

### Public Relations

- Government and Community Relations
- Media Relations
- Crisis Communications
- Special Events
- Development and Alumni Communication

### Publications and Design

- Writing
- Photography & Video
- Print and Digital Asset Design & Production
- Electronic Publishing

### Measurement and Evaluation

- Strategic Planning
- Essential and Emerging Measurement Tools
- Measuring and Evaluating Relationship Building, Reputation or Brand Awareness

### Recruitment and Retention

- Enrollment Management
- Recruitment Communications
- Successful Retention Programs

### Digital Technology

- Digital Advertising for Novice and Expert
- Website Makeovers 101
- Social Media Implementation
- Using Technology to Reach Students
- High-Tech, High-Touch Customer Service
- Do's and Don'ts for Digital Messaging
- Low-cost Ways to Reach Students Digitally

### Personal and Professional Development

- Sustaining Creativity
- Dealing with the Daily Realities of our Fast- Paced Profession

### Leadership

- Management Skills
- Mentoring Newcomers
- Long-Range Planning
- Higher Education Issues

## QUESTIONS?

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