



CALL FOR PRESENTATIONS

NCMPR 2022 District 6 Conference

Oct. 13 & 14, 2022

San Diego, CA

What comes next? That's the question many of us are asking as we look toward a "new normal" in the wake of the pandemic. We invite you to join us for NCMPR's District 6 2022 Fall Conference, where we will chart a course for the future, together.

We're looking for proposal topics that focus on best and promising practices for everything ranging from advertising strategy and digital marketing to videography and visual communications. Sessions and panels should showcase the best ideas in community college marketing and PR, emphasizing current trends, exemplary practices and proven approaches.

To provide the best, cutting edge, and most relevant sessions, we have some topics we would love to see! If you have expertise in any of these areas, send us a proposal:

- Growing engagement and improving recruitment and/or retention via strategic social media branding
- Exploring how Diversity, Equity, and Inclusion intersect with marketing and communications practices
- Turning COVID challenges into recruitment/retention opportunities
- Leveraging authentic content on modern channels to reach Gen Z

Some other possible topics include:

- Making the most with less budget and limited staff
- Sparking creativity when you are burnt out
- Incorporating data into decision making and planning
- Executive communication during times of crisis
- Website redesigns – the good, the bad and the ugly
- Leveraging CRMs to create leads, improve retention and engage with alumni

For priority consideration, be sure to tell us how you can tie your session into our conference theme!

TYPES OF PRESENTATIONS

- Breakout Sessions are 60-minutes in length, but you should prepare for 45-minutes with time for questions or dialogue. Breakouts are perfect for long-form case studies or presentations that use audience participation and engagement alongside full slide decks.
- Short Take sessions are 30 minutes in length and get straight to the point to deliver helpful tips on a variety of topics. Short Takes work best when you're covering quick "how-to" subjects, brief case studies in marketing and communications wins, or a short, facilitated conversation that doesn't need a full slide deck.

****NEW THIS YEAR****

- Roundtable sessions are 30 minutes in length and offer you a chance to lead a discussion around a specific topic. These sessions are meant to be highly interactive, offering participants a chance to share best practices, lessons learned, feedback and more. These typically do not require a slide deck, but can include handouts.

Why Present?

- Presenting at a conference is a great way to expand your professional skills.
- Show off your Medallion and Paragon winning pieces. Tell us how you did it and what you learned along the way.
- Boost your street cred with your colleagues and your boss. Being selected to present often helps you make the case for attending!
- Build your resume and be able to call yourself a presenter.
- Get more involved with NCMPR and get noticed by fellow members – a great steppingstone and easy way to explore future leadership opportunities.
- Presenting at the district level is a great way to test-run your presentation for the national conference.

Note: 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 6 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 6 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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