



CALL FOR PRESENTATIONS

ABOUT THE CONFERENCE

The 2022 NCMPR District 7 Conference will be held in Vancouver, Washington, at the Heathman Lodge. Ideally located on the north bank of the Columbia River, Vancouver is as naturally beautiful as it is diverse. Explore many things to do, and you will find no other city in the Pacific Northwest that offers such a combination of colorful history, recreational activities, charming shops, extraordinary restaurants, a burgeoning craft brew scene, charming hospitality and premier events.

CONFERENCE THEME AND TOPICS

After two years of travel restrictions and lockdowns, we are ready to let the creativity flow again! The theme of this year's conference is "Ride the Creative Flow." Inspired by the mighty Columbia's intrepid spirit that has historically brought opportunity, resources, and power to the region, Vancouver 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 below.

TOPIC IDEAS

- Analytics
- Branding
- College events
- Communications
- Community outreach
- Content management
- Content marketing
- Crisis communications
- Design
- Digital marketing
- Diversity, Equity, and Inclusion
- Doing more with less
- Earned media
- Leadership
- Marketing (generational)
- Marketing fails
- Media relations
- Photography
- Post-pandemic marketing tactics
- Recruitment/outreach intersections
- ROI
- SEO
- Social media
- Storytelling

- Video
- Website
- Writing

TYPES OF PRESENTATIONS

Long Form Sessions: 60 minutes in length but prepare for 45 minutes with time for questions or dialogue. These are perfect for long-form case studies or presentations allowing for in-depth coverage of a topic that uses audience participation and engagement alongside full slide decks.

Short Form Sessions: 30 minutes but prepare for 25 minutes with time for questions. These are straight to the point delivery sessions and work best when you're covering "how-to" subjects, brief case studies in marketing and communications wins, or a short, facilitated conversation that doesn't need a full slide deck.

DEADLINE FOR PROPOSALS: JUNE 24

GENERAL GUIDELINES

- Proposal submissions are open to NCMPR District 7 members.
- Vendors may present in partnership with an 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 conference expenses.
- Proposal submission will be considered a commitment to participate in the 2022 District 7 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?

Laura Daniali
 Conference Coordinator
 Skagit Valley College
 (360) 416-7826
laura.daniali@skagit.edu

Marisa Pierce
 District 7 Director
 Skagit Valley College
 (360) 416-7957
marisa.pierce@skagit.edu