



Call for Presentations

NCMPR 2022 District 2 Conference

“Always an Adventure”

Oct. 24-26 | St. Petersburg, FL

The last couple of years have been a roller coaster as you've dealt with a host of challenges on your college campuses. Because a marketer's life is “always and adventure” we want you to submit your proposal to present innovative strategies for navigating the high seas of today’s ever-changing marketing landscape at the 2022 NCMPR District 2 Conference in St. Petersburg, Florida.

From diversity, advertising strategy and digital marketing to videography and visual communications, we’re open to a variety of topics for both 50-minute breakout sessions and 25-minute short-takes. We’re looking for topics that focus on real solutions to real issues, featuring straight talk from presenters. For priority consideration, be sure to tell us how you can tie your session into our conference theme *Always an Adventure*. Include your key take-aways, practical applications or case studies.

Deadline for submissions is Friday, June 24.

TYPES OF PRESENTATIONS

General: These sessions are 50 minutes in length and should provide in-depth coverage of the topic at hand while allowing time for questions and answers.

Short Takes: These 25-minute sessions get straight to the point to deliver helpful tips and techniques on a variety of subjects.

Both general and short-take sessions are designed to showcase the best ideas in community college marketing and public relations, with emphasis on current trends, exemplary practices and proven approaches.

GENERAL GUIDELINES

- Proposal submissions are open to NCMPR District 2 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 professionals from organizations with related expertise and mission.
- Conference organizers reserve the right to edit session titles and descriptions for conference promotional materials and to suggest alternative formats or joint presentations as appropriate.
- NCMPR will provide basic audiovisual equipment to support keynote and breakout presentations, including microphones, LCD projectors, Internet access, etc. 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 for the presentation.
- 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. Those who are NCMPR members must also pay conference registration fees.
- The submission of a proposal will be considered as a commitment to participate in the 2022 District 2 conference if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO.
- 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.

Some topic areas to consider include:

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| • Recruitment communications | • Behavioral marketing |
| • Diversity, equity and inclusion | • Data, measurement and evaluation |
| • Crisis communications and reputation management | • Leadership |
| • Media relations | • Branding |
| • Social media strategy | • Digital marketing and integrated campaigns |

QUESTIONS:

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