

Call for Presentations

NCMPR 2023 District 4 Conference

October 11-13, 2023 | Colorado Springs, Colorado

Join your NCMPR colleagues this fall at the 2023 District 4 conference. We're inviting you to go for the gold in Olympic City USA – Colorado Springs, Colorado. 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 member requested presentations in areas of digital advertising, social media, video, and recruiting/enrollment. **The deadline for submitting proposals is Friday, July 21.**

TYPES OF PRESENTATIONS

- Breakouts: Breakout 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.

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