



2018 SOUTHERN REGIONAL CONFERENCE CALL FOR PRESENTATIONS



**Southern Regional
Conference**

Austin | Dallas | Fort Worth | Houston | Oklahoma
San Antonio | Southeast Louisiana
Society for Marketing Professional Services

ARE YOU READY FOR LIFTOFF? REACH FOR THE STARS AT THE SMPS SOUTHERN REGIONAL CONFERENCE!

Now in its 16th year, the SMPS Southern Regional Conference (SRC) is an annual event focused on providing top-notch professional development opportunities through networking and education. Traditionally, the conference is designed to feature A/E/C (Architecture/Engineering/Construction) market trends, best practices and marketing strategies. During two and a half days of networking and educational programming, attendees have the opportunity to learn from some of the nation's top professional services marketers.

The SMPS SRC 2018 will be held January 31-February 2 at the Four Seasons Hotel in Houston, Texas, and the conference planning committee is now accepting applications for speaker positions.

WHO WILL BE THERE?



RANGE OF EXPERIENCE



WHAT DO THEY WANT TO LEARN?

3-5

SOLID, ACTIONABLE
TAKEAWAYS PER SESSION

FOUR TRACKS



CREATE
MARKETING &
CONTENT CREATION



CONNECT
BUSINESS DEVELOPMENT



COMMAND
LEADERSHIP & MANAGEMENT



EXPLORE!
BONUS

WHEN IS THE DEADLINE?



FRIDAY
SEPTEMBER 1
5:00 PM CENTRAL



COMPLETED SUBMISSIONS
OR QUESTIONS SHOULD BE SENT
(EMAIL ONLY) TO:

KYLEE LEWIS
2018 SMPS SRC PROGRAMS CHAIR
KLEWIS@GEOENGINEERS.COM



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WE CHOOSE TO GO TO THE MOON AND DO OTHER THINGS, NOT BECAUSE THEY ARE EASY, BUT BECAUSE THEY ARE HARD, BECAUSE THAT GOAL WILL SERVE TO ORGANIZE AND MEASURE THE BEST OF OUR ENERGIES AND SKILLS, BECAUSE THAT CHALLENGE IS ONE THAT WE ARE WILLING TO ACCEPT, ONE WE ARE UNWILLING TO POSTPONE, AND ONE WHICH WE INTEND TO WIN.

President John F. Kennedy

SPEAKER BENEFITS

Speakers who are selected to present during the 2018 SMPS Southern Regional Conference will enjoy:

- **Full-conference registration** worth approximately \$450, which includes all conference meals and sessions, one ticket to the opening reception on Wednesday evening, and admission to the Thursday evening event.
- **Reimbursed transportation costs** (airfare, taxi, mileage, etc.) of up to \$500/single speaker or \$750/two or more speakers.
- **One night's stay** at the conference hotel per session.
- **Reputation** as an industry expert in respective specialty areas.
- **Exposure** to a prospective audience of 250+ A/E/C leaders in attendance in addition to the 800+ SMPS Southern Regional members in Texas, Oklahoma, and Louisiana.
- Opportunity to **build new business**.
- Opportunity to find **additional speaking opportunities** for SMPS chapters and regional conferences.
- An **evaluation summary** from session participants

EXPECTED SPEAKER ATTENDANCE

Selected speakers are expected to provide ample time between their arrival to and departure from the conference in order to accommodate their respective presentation time. We recommend arriving to the conference the day/night before the designated presentation time and leaving late in the day following the presentation, or speakers are welcome to stay for the duration of the conference at their own expense.

PROGRAM FORMATS

Educational programs in the four designated tracks will include approximately 15-20 sessions running 75 minutes each.

Program formats include the following:

- **Lecture** – While lectures typically consist of a speaker providing the attendees with information, this format should incorporate a 10- to 15-minute question-and-answer segment to actively engage learners.
- **Panel Discussion** – Panel discussions give attendees the opportunity to hear three to four viewpoints on a specific topic. Concluding with an extensive question-and answer session, this format gives attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists.
- **Roundtable Discussion** – Roundtable discussions focus around a particular topic and involve small groups of approximately eight to ten professionals. This format enables attendees to digest new concepts and share personal experiences with peers.
- **Workshop** – Workshops are hands-on learning experiences that use group discussion, exercises, demonstrations, and case studies. Workshops typically run through two back-to-back time slots (with a break) and host about 30 to 50 attendees.
- **Best Practices** – Best practice sessions provide concrete examples of successful plans implemented in some of today's most respected companies. Attendees gain industry and outside perspectives on a variety of issues. Many times this type of program uses case studies.



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MYSTERY CREATES WONDER AND WONDER IS THE BASIS OF MAN'S DESIRE TO UNDERSTAND.

Neil Armstrong



TRACK 1: CREATE (MARKETING AND CONTENT CREATION)

Success in marketing is based on attention to client needs, solid research, thoughtful strategy, well-executed tactics, and consistent measurement of the return on your marketing investment, enhancing the firm's brand, messages, and client relationships while standing out from the crowd. This track is all about creating content, proposal development and design to position your firm ahead of the curve with what's new, up-and-coming, and effective in all things marketing from powerful messaging, amazing creativity, and stellar communications. It explores the latest trends, tools, and technologies from inside and outside the industry to ramp up the A/E/C marketing program for the future and earn marketers a seat at the management table.



TRACK 2: CONNECT (BUSINESS DEVELOPMENT)

Effective business development directly affects the bottom line. Knowing where to find clients and projects, understanding how to narrow the focus of the opportunities to be pursued, and fostering healthy business relationships are all keys to a well-rounded and robust business development program. Sessions in this track will explore the strategies and tactics to retain clients and to capture new clients—especially when the competition is intense.



TRACK 3: COMMAND (LEADERSHIP AND MANAGEMENT)

Successful A/E/C firms understand that marketing/business development and leadership go hand-in-hand. Effective leaders are able to take command of any situation. More importantly, they don't just possess their own leadership skills but they also help others define leadership. So what is leadership? Leadership embodies confidence, execution, success, momentum, teamwork, positivity, perseverance, enthusiasm, knowledge, perspective, control and focus. Sessions in this track will aim to help attendees develop their leadership side and how to teach others the soft skills to succeed.



TRACK 4: EXPLORE! (BONUS)

This fourth track will be interactive. Taking lessons into action. These may take the form of roundtables, demonstrations, interactive role playing, workshops, etc. This is the chance to get the audience truly engaged and practicing their skills at the conference.



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PROGRAM APPLICATION PART 1: SESSION INFORMATION

Session Title _____

Proposed Track _____

Session Description (150 words max.)

Takeaways / Action Items (three to five)

1. _____
2. _____
3. _____
4. _____
5. _____

Target Audience _____

Beginner (1-3 years of experience in the industry or brand new to the topic)

Intermediate (4-7 years of experience or some previous knowledge on the topic)

Advanced (8+ years of experience or someone with advanced knowledge of the topic)

Program Format _____

If providing handouts, please describe:

If this program has been presented previously, please indicate when, where, and provide evaluation scores/references.

A/V Requirements _____



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PROGRAM APPLICATION PART 2: SPEAKER INFORMATION (REPEAT AS NEEDED FOR EACH SPEAKER)

Speaker Name _____ Suffix _____

Company / Affiliation _____ Title _____

Street Address _____

City/State/Zip _____

Preferred Telephone _____ Email _____ Twitter _____

Facebook _____ LinkedIn _____

Speaker Bio (100-150 words max.)

Past Speaking Experience

Link to online video of a previous presentation (if available) _____

1-2 Speaking References (Name, Organization, Title, Phone Number, Email)

If you are an SMPS Member, please provide the following:

Member No. _____ Chapter _____

CPSM? _____ Fellow? _____

** IMPORTANT NOTICE **

By submitting this application, you are granting the SMPS SRC Programs Committee permission to use speaker photos, bios, social media, and presentation materials in promotional activity prior to, during, and after SMPS SRC 2018.