



# MARKETING FIESTA!

## 2019 SMPS 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 TO FIESTA LIKE THERE'S NO MAÑANA? LET THE MARKETING FIESTA BEGIN AT THE SMPS SOUTHERN REGIONAL CONFERENCE!

Now in its 17<sup>th</sup> 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 2019 will be held January 30-February 1 at The Westin Riverwalk hotel in San Antonio, 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

#### THREE TRACKS



**CREATE MARKETING**



**CONNECT BUSINESS DEVELOPMENT**



**COMMAND LEADERSHIP & MANAGEMENT**

#### WHEN IS THE DEADLINE?



FRIDAY  
**August 31**  
5:00 PM CENTRAL



**COMPLETED SUBMISSIONS OR QUESTIONS SHOULD BE SENT ONLINE:**

[smps-src.org/call-for-presentations/application](https://smps-src.org/call-for-presentations/application)

OR VIA EMAIL TO:

**Whitney Watson, CPSM**  
2019 SMPS SRC Programs Chair  
[wwatson@deii.net](mailto:wwatson@deii.net)

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**THAT EVERY DAY SHOULD BE A FIESTA SEEMED TO ME A MARVELOUS DISCOVERY.**

*Ernest Hemingway*

### **SPEAKER BENEFITS**

Speakers who are selected to present during the 2019 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 300+ 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 three 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.
- **Workshop** – Workshops are hands-on learning experiences that use group discussion, exercises, demonstrations, and case studies.
- **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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THE WILL TO WIN, THE DESIRE TO SUCCEED, THE URGE TO REACH YOUR FULL POTENTIAL...  
THESE ARE THE KEYS THAT WILL UNLOCK THE DOOR TO PERSONAL EXCELLENCE

*Confucius*

### TRACK 1

#### CREATE {MARKETING}



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, and 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 & 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.



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## PROGRAM APPLICATION PART 1: SESSION INFORMATION

Session Title \_\_\_\_\_

Proposed Track:    Track 1            Track 2            Track 3

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 Other, please list: \_\_\_\_\_

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 \_\_\_\_\_ E-mail \_\_\_\_\_  
Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_ Twitter \_\_\_\_\_

Speaker Bio (100-150 words max.)  
[Empty text box]

Past Speaking Experience  
[Empty text box]

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

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

1.	2.
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If you are an SMPS Member, please provide the following:

Member No. \_\_\_\_\_ CPSM      Fellow  
Chapter \_\_\_\_\_

**\*\* 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 2019.