

Pitch Perfect

2020 SMPS SOUTHERN REGIONAL CONFERENCE



SMPS Southern Regional Conference | January 22 - 24, 2020 | Fort Worth



CALL FOR PRESENTATIONS



Now in its 18th 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 2020 will be held January 22 - 24 at The Worthington Renaissance hotel in Fort Worth, Texas, and the conference planning committee is now accepting applications for speaker positions.

ATTENDEES

How many will there be?



Where are they from?



What's their experience?



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SPEAKER BENEFITS

Speakers who are selected to present during the 2020 SMPS Southern Regional Conference will enjoy:

- Full-conference registration worth approximately \$495, 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 only (airfare, baggage, taxi, mileage, etc) of up to \$450/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.

TOPICS

Because of the many hats A/E/C marketers wear at their firms, we're committed to providing SMPS SRC attendees with presenters whose specialties range from proposals and business development to brand management and marketing team leadership. All topics pertaining to A/E/C marketing will be considered, but ultimately, we're looking for marketing authorities who can present new ideas in fresh ways that will make a lasting impact on our conference attendees.

**Proposals,
Business Development,
Brand Management,
Marketing Team Leadership,
Content Marketing, & more!**

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smps
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PROGRAM FORMATS

Educational programs in multiple tracks will include approximately 15-20 sessions running 60-75 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.

Workshops: 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.

SUBMISSIONS

When is the deadline?

09.16.19

**Monday, September 16
5:00 PM CST**

Where do you submit?

Online:
smps-src.org/call-for-presentations/application

Questions?

Guy Choate
GDChoate@GarverUSA.com
2020 SMPS SRC, Programs Chair

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PROGRAM APPLICATION PART 1: SESSION INFORMATION

Session Title _____

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 (panel, lecture, etc.)

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.)

Past Speaking Experience

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 2020.