



FORT WORTH, TX + FEB 10-12, 2027

CALL FOR SPEAKERS

HELP US STEER THE INDUSTRY FORWARD

Round up your best conference session ideas. SRC 2027 is calling speakers who can help A/E/C marketers, business developers, and firm leaders sharpen strategy, build influence, and ride confidently into what is next.

SUBMISSIONS DUE BY AUGUST 7, 2026





SADDLE UP!

FORT WORTH, TX + FEB 10-12, 2027

smps | Southern
Regional Conference

Hi Friends,

We are headed to Fort Worth for the SMPS Southern Regional Conference (SRC) 2027, and our theme is **STEER YOUR BRAND**. This year, we are exploring how A/E/C marketers and business developers guide perception, influence decisions, strengthen relationships, and move their firms forward with purpose.

Whether you are part of a large regional team, a small but mighty department, a one-person marketing rodeo, or a technical leadership group working shoulder-to-shoulder with marketers, SRC 2027 is designed to meet our attendees where they are and leave each person with practical tools they can use right away.

Our educational programming is the heart of SRC. We are looking for speakers who can turn experience into teachable moments, offer fresh thinking without fluff, and create sessions that feel useful long after attendees have left the room. Bring us your case studies, hard-won lessons, practical frameworks, honest conversations, and interactive learning experiences.

This year's programming will be organized into four tracks that meet attendees where they are, from first-year coordinators to executives steering firmwide growth:

- **My First Rodeo** - Foundations for early-career A/E/C marketers who are building practical skills, confidence, and context for how firms grow.
- **Creative Corral** - Brand, design, storytelling, and creative technology for modern A/E/C firms that want to communicate with more clarity and spark.
- **Take the Reins** - Strategy, growth, and leadership for mid-level professionals bridging daily marketing execution with broader business influence.
- **Trail Boss** - Executive leadership, firm growth, and industry influence for directors, principals, C-Suite executives, and senior leaders shaping business strategy and influencing culture.

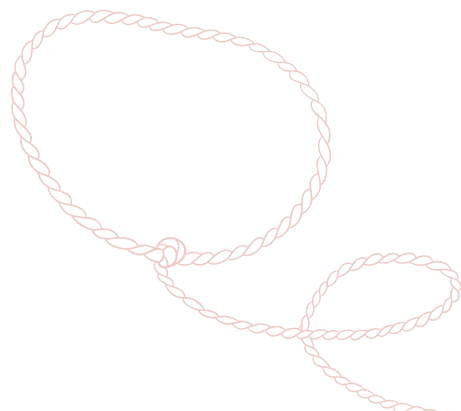
While many sessions will focus on marketing and business development, we also welcome topics related to leadership, communication, technology, AI, innovation, client experience, business strategy, and professional growth.

We invite marketers, business developers, technical professionals, firm leaders, consultants, and subject matter experts from across the A/E/C industry and beyond to submit your speaker session proposals. If you have an idea that can help our attendees steer their brand, strengthen their teams, and lead with clarity, we want to hear from you!

See you in Cowtown,

Andrea Starr, CPSM
Programs Chair, SRC 2027

Kelly Maxwell
Chair, SRC 2027



WELCOME

What is SMPS?

The Society for Marketing Professional Services (SMPS) is a community of marketing, communications, and business development professionals in the A/E/C industry across the United States and Canada. SMPS is dedicated to creating business opportunities for the A/E/C industry through education, research, leadership development, and meaningful professional connections.

What is SRC?

The SMPS Southern Regional Conference began in 2002 and is hosted by participating chapter cities within the Southern Region, which includes Austin, Houston, North Texas, Oklahoma, San Antonio, and Southeast Louisiana. SRC brings together approximately 350 professionals for education, networking, and shared learning designed to support marketers and business developers at every career stage.

SRC 2027 is Ready to Steer Your Brand

A strong brand does not wander into the right audience by accident. It is guided through strategy, relationships, creativity, consistency, leadership, and client understanding. SRC 2027 will focus on how A/E/C professionals can shape meaningful brands from the inside out, from emerging marketer confidence to firmwide growth strategy, from proposal storytelling to technology-enabled marketing leadership.



DOMAINS OF PRACTICE

The Domains of Practice form the foundation of the Certified Professional Services Marketer (CPSM) program and describe the core knowledge areas for professional services marketers. Proposed sessions should connect to one or more Domains of Practice.

1. Research

Gather, record, and analyze data related to marketing a firm's services. Research supports market opportunities, marketing actions, performance monitoring, and trend forecasting.

2. Planning

Define market prospects, goals, strategies, budgets, and team direction through marketing and business planning.

3. Client and Business Development

Build relationships with current and prospective clients through calls, visits, correspondence, social media, referrals, events, and other activities that create opportunity.

4. Proposals

Prepare responses to specific solicitations, including firm information, relevant experience, technical approaches, key staff resumes, and interview materials.

5. Promotional Activity

Use communications and inbound/outbound marketing, including advertising, websites, social media, brochures, presentations, events, public relations, and press releases.

6. Management

Coordinate staff, consultants, budgets, resources, processes, and priorities to accomplish marketing goals and support organizational success.



SESSIONS AND FORMATS

We are seeking A/E/C professionals, business development leaders, marketers, technical experts, firm leaders, and subject matter experts from adjacent industries to present at SRC. Sessions should be practical, current, inclusive, and relevant to one or more SMPS Domains of Practice.

Successful proposals will include clear learning outcomes, real-world examples, and meaningful audience engagement. Sales pitches, product-only demonstrations, and overly broad motivational sessions will not be considered competitive.

Session Formats

- **Breakout Session:** An educational session that teaches a specific concept, process, case study, or framework. Breakouts should include audience engagement such as Q&A, live polls, short exercises, or small-group discussion.
- **Interactive Lecture:** A presentation that provides perspective on issues shaping the A/E/C industry, supported by examples, best practices, lessons learned, and a 10- to 15-minute Q&A.
- **Panel Discussion:** A moderated conversation presenting multiple perspectives on one topic. Panels should include one moderator and up to three panelists with diverse roles, backgrounds, or viewpoints.
- **Learning Lab/Workshop:** A hands-on session where participants complete activities, worksheets, planning exercises, peer discussion, or live practice they can immediately apply. Speakers should identify any prerequisites, technology needs, or materials required.

Special Presentation Opportunities

- **Pre-Conference Workshop (Limited Availability):** Pre-conference workshops are extended (2-3 hours), hands-on learning experiences designed to give attendees practical skills they can put to use immediately. Successful proposals should focus on interactive exercises, demonstrations, guided practice, or collaborative problem-solving. Topics may include marketing strategy, business development, Adobe Creative Suite, AI and technology, proposal development, leadership, or other skills-based learning.
- **Keynote Presentation (Limited Availability):** Keynote sessions inspire, challenge, and energize attendees while connecting to the unique opportunities and challenges facing the A/E/C industry. We welcome proposals from experienced speakers with compelling stories, practical insights, or fresh perspectives that align with the SRC 2027 theme, STEER YOUR BRAND.





MY FIRST RODEO

Foundations for Early-Career A/E/C Marketers

We are wrangling professionals who are new to the A/E/C industry or still getting comfortable in their role. Sessions should focus on practical skills, confidence-building, and understanding how marketing, business development, communications, and technical teams work together to support firm growth.

Aligned Domains:

- Research (#1)
- Client and Business Development (#3)
- Proposals (#4)
- Promotional Activity (#5)
- Management (#6)

Best for:

- Entry-level marketers
- Emerging BD professionals
- New SMPS members

Topic Ideas

- Proposal process fundamentals
- Internal communication skills
- Time management during multiple pursuits/deadlines
- Understanding go/no-go strategy
- Conference networking without feeling awkward
- Building confidence and trust with technical staff
- Intro to CRM systems
- Beginner's guide to using AI to streamline the proposal process
- Things I wish I knew my first year in A/E/C



CREATIVE CORRAL

Brand, Design & Storytelling for Modern A/E/C Firms

Designed for creative professionals and marketers who want to elevate how their firms communicate visually and strategically. Sessions should explore branding, digital content, visual storytelling, campaigns, social media, websites, videography, presentation design, and creative technology.

Aligned Domains:

- Research (#1)
- Proposals (#4)
- Promotional Activity (#5)

Best for:

- Graphic designers
- Content marketers
- Proposal specialists
- Communications professionals
- Brand strategists
- Social media/content teams

Topic Ideas

- Adobe workflows
- InDesign power-user sessions
- Advanced AI for creative teams
- Building (or rebuilding) memorable brands
- Social media for A/E/C firms
- Turning the pursuit life cycle into meaningful campaigns
- Presentation design
- Photography/video storytelling
- Website refresh
- Brand consistency

Track 3

TAKE THE REINS

Strategy, Growth & Leadership for Emerging Leaders

Empowering professionals who are stepping into strategic influence, leadership, and higher-level decision making within their firms. Sessions should bridge daily execution with broader business strategy.

Aligned Domains:

- Research (#1)
- Planning (#2)
- Client and Business Development (#3)
- Proposals (#4)
- Management (#6)

Best for:

- Mid-level marketers
- Senior coordinators
- Marketing managers
- Seller-doers
- Emerging leaders
- BD professionals

Topic Ideas

- Leading pursuits strategically
- Proactive capture planning
- Managing up
- Coaching technical teams
- Interview strategy
- CRM strategy beyond data entry
- Building influence without authority
- Client experience strategy
- Pursuit debriefs that actually matter
- Mentorship and delegation
- Managing burnout and workload

Track 4

TRAIL BOSS

Executive Leadership, Firm Growth, & Industry Influence

Elevated content for senior leaders, directors, principals, and experienced marketers shaping firm strategy and culture. Sessions should focus less on "how-to" and more on vision, leadership, organizational growth, and industry transformation.

Aligned Domains

- Planning (#2)
- Client and Business Development (#3)
- Management (#6)

Best for:

- Directors
- Executives
- Principals
- Senior BD leaders
- Experienced CPSMs
- Firm leadership

Topic Ideas

- Positioning marketing as a growth driver
- Leading through change
- Mergers and acquisitions
- Emerging markets and trends
- Building high-performing teams
- Recruiting and retention
- Firm culture
- Revenue strategy
- Executive communication
- Data-driven growth planning
- AI implications for leadership

CREATE A WINNING SUBMITTAL

SMPS champions career-long learning that is interactive, practical, and respectful of diverse experiences. We are seeking speakers who demonstrate the following:

- **Relevant Topic** - Content is applicable to A/E/C marketers and business developers and supports professional growth, firm readiness, or business impact.
- **Clear Audience Fit** - The session identifies who should attend and what career stage or role will benefit most.
- **Command of Subject Matter** - The speaker demonstrates expertise through real examples, experience, research, or proven frameworks.
- **Practical Takeaways** - Attendees leave with tools, templates, questions, strategies, or next steps they can apply immediately.
- **Strong Instructional Methods** - The session uses activities, discussion, reflection, polling, case studies, or other engagement methods to support learning.
- **Inclusive and Accessible Delivery** - Content respects diverse experiences, firm sizes, career stages, learning styles, and accessibility needs.
- **Not a Sales Pitch** - Content may reference products or services only when relevant to education. Sessions designed solely to promote a product or service are prohibited.



CONTINUING EDUCATION UNITS {CEUS}

Speakers

CPSMs who present, moderate a panel, or lead a roundtable at SRC may earn CEUs for instruction time. Presenters and moderators may also be eligible for preparation-related CEUs. Speakers are responsible for self-reporting and maintaining documentation in accordance with CPSM recertification requirements.

Attendees

Attendees who hold the CPSM designation are eligible for one CEU per contact hour of instruction. Social, networking, meal, and break time are not included as instructional contact time. Other learning units, such as AIA or other professional certifications, may be obtained and must be self-reported by attendees.

Important Notes

- Educational content should align with one or more SMPS Domains of Practice.
- CEUs must be self-reported by speakers and attendees.
- Documentation should be retained in case of audit.
- Any meal-function presentation may count only for the length of the educational presentation.



SESSION TOPIC INSPIRATION

Suggested Topics

- Proposal process fundamentals for new A/E/C marketers
- How A/E/C firms actually work, from technical delivery to firm growth
- Internal communication habits that improve pursuits and reduce chaos
- Understanding go/no-go strategy, capture planning, and pursuit readiness
- Conference networking, relationship-building, and early BD without feeling awkward
- Building confidence and credibility with technical staff
- Intro to CRM systems, data hygiene, and client intelligence
- Brand strategy, visual storytelling, and creative direction for A/E/C firms
- Adobe, InDesign, AI, and creative workflows that improve quality and speed
- Turning proposals into campaigns, thought leadership, recruiting content, or client touchpoints
- Social media, websites, video, photography, and digital content for technical brands
- Presentation design and interview visuals that feel clear, modern, and memorable
- Leading pursuits strategically and aligning messaging, differentiators, and interview prep
- Managing up, building influence without authority, and coaching technical teams
- Client experience strategy and pursuit debriefs that lead to better decisions
- CRM strategy beyond data entry, including accountability, adoption, and insights
- Mentorship, delegation, workload management, and sustainable team leadership
- Positioning marketing as a growth driver at the executive table
- Leading through change, mergers, acquisitions, rebrands, or rapid growth
- Building high-performing teams, firm culture, recruiting, and retention strategies
- Revenue strategy, data-driven growth planning, and executive communication
- AI implications for firm leadership, staffing, service delivery, and client relationships



READY TO APPLY?

We've simplified the submission process so you can complete the application offline, save your progress, and submit via the Submission Portal when you're ready.

Submission Due Date: August 7, 2026, 5 PM

Submission Portal: smpssrc.starchapter.com/form.php?form_id=46&c=1

Speakers Notified: September 18, 2026

Questions: Contact Programs Chair Andrea Starr at programs@smps-src.org.

DOWNLOAD THE APPLICATION

