



sm^{ps}
Southern
Regional Conference

CALL FOR SPEAKERS





Hi Friends,

In the blazing days of summer, it's hard to believe we're already gearing up for the 2026 Southern Regional Conference in vibrant San Antonio- but here we are, and the excitement is real! The planning committee is buzzing with energy, and we're thrilled to share a sneak peek into what's ahead.

Our 2026 theme is UNIFY; how we thrive as a team, whether you're part of a large, multi-office firm, a tight-knit marketing group, or a solo marketer wearing many hats. No matter your setup, this conference is designed with you in mind. You'll leave with **tactical takeaways, fresh inspiration, and meaningful new connections.**

At the heart of the conference is what makes SMPS so impactful: **our programming.** As a professional organization, SMPS is committed to helping members grow through shared knowledge and best practices. That's why we're launching our **Call for Speakers early**—to give you time to reflect, innovate, and craft sessions that align with our theme and elevate the conversation.

We're especially excited to announce that this year's programming will be organized into **four thoughtfully curated tracks**, based on feedback from past attendees:

Early Career – Foundational skills, career development, and confidence-building for those new to the industry.

Mid-to-Advanced Career – Strategic insights, leadership development, and advanced marketing and BD tactics for seasoned professionals.

Interactive Workshops – Hands-on, engaging sessions that encourage collaboration, creativity, and real-time problem-solving.

Technology – Tools, platforms, and digital strategies that are transforming how we work and communicate.

To help spark ideas, we've also compiled a list of suggested session topics—but we encourage you to think outside the box. We're looking for **dynamic speakers** from across the A/E/C spectrum: marketers, business developers, technical professionals, firm leaders, and more. If you have a story, strategy, or solution that aligns with our theme, we want to hear from you.

Let's make 2026 unforgettable. We can't wait to see your ideas—and welcome you to San Antonio!

A handwritten signature in blue ink that reads "Chris Martinez".

Chris Martinez
SMPS Southern Regional Conference Chair

WELCOME

WHAT IS SMPS?

The Society for Marketing Professional Services® (SMPS) is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.

Today, SMPS represents a dynamic network of more than 7,400 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve and continuing to transform the way A/E/C firms do business.

Business Transformed Through Marketing Leadership

Our mission is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning.

WHAT IS SRC?

The SMPS Southern Regional Conference began in 2002. Each year since, this annual event has occurred in participating chapter cities within the Southern Region which includes the following six SMPS Chapters: Austin, TX; Houston, TX; North Texas; Oklahoma; San Antonio; and Southeast Louisiana. The 2026 SMPS Southern Regional Conference is an experience designed to meet the needs of today's professionals. With 350 attendees, our conference planning committee is committed to curating a diverse lineup of speakers, along with content and opportunities for our members to learn and network.

SRC 2026 IS READY TO "UNIFY"

This year at SRC we're focusing on collective impact. No matter the size of a firm, success is built on strong, connected teams. Our theme, UNIFY, highlights how skills and knowledge can elevate not just performance, but also empower teams to thrive together. No matter the size of a firm, success is built on strong, connected teams. Our theme, UNIFY, will highlight how skills and knowledge can elevate not just performance, but also empower teams to thrive together.



DOMAINS OF PRACTICE

The Domains of Practice form the foundation of SMPS's certification program. When marketers earn the Certified Professional Services Marketer (CPSM) designation, they position themselves as experts committed to the highest standards of professional excellence. As part of the CPSM program, SMPS has analyzed and confirmed the body of knowledge and skills most critical for competency in professional services marketing. These knowledge areas and skill sets are classified under six Domains of Practice for Professional Services Marketers. They are:

1. RESEARCH

Marketing research is executed to gather, record, and analyze data related to marketing a firm's services. The data can be used to identify and define marketing opportunities; generate, refine, and evaluate marketing actions; monitor marketing performance; and forecast trends.

2. PLANNING

The marketing plan serves as a map to define a firm's market prospects and key market characteristics. The plan should include marketing goals and strategies to ensure successful direction to the team, as well as information on how marketing budgets and efforts should be spent.

3. CLIENT AND BUSINESS DEVELOPMENT

Business development involves relationship building with current and prospective clients, often prior to a request for proposal. Through interaction with the client, development activities may include calls, visits, correspondence, social media, referrals, and trade shows.

4. PROPOSALS

Proposals are prepared in response to a specific solicitation where the project and scope of work are identified. Proposals can include general firm information, relevant projects, a technical project approach, and key staff résumés.

5. PROMOTIONAL ACTIVITY

This undertaking includes all forms of communications and inbound/outbound marketing. Some examples include advertising, direct mail, website, social media, brochures, presentations, special events, public relations, and press releases.

6. MANAGEMENT

Management involves coordinating the efforts of staff and/or consultants to accomplish marketing goals and objectives. Using available resources, management effectively plans, organizes, staffs, and directs projects of an organization or firm.



CONTINUING EDUCATION UNITS (CEUs)

Continuing Education Units (CEUs)

SPEAKERS

Did you know that if you are a CPSM and speak at the SMPS Southern Regional Conference you can earn CEUs?

A CPSM who makes an educational presentation or moderates a panel or roundtable at an event open to the general profession and marketing community can earn one CEU for each instruction hour with students. In addition, the presenter or moderator may receive one CEU for every two hours of research and preparation time.

ATTENDEES

Attendees of SRC who hold their CPSM designation are eligible for CEUs. One CEU is awarded for each contact hour of instruction. A contact hour is defined as one hour of interaction between a learner and an instructor. (Social/networking time cannot be included in the contact time.) CEUs must be self reported and tracked as part of recertification in the CPSM program. Other learning units, such as those for AIA and other professional certifications, may also be obtained by attending the conference but must be self reported by attendees.

Speaking at the SMPS Southern Regional Conference can be a valuable way to not only share your expertise but also gain CEUs for your CPSM certification.

Important Notes:

- Maximum CEUs from Speaking: A maximum of 15 CEUs can be earned from speaking/moderating and writing over a three-year recertification period.
- Documentation: Download the CPSM Speaker Documentation Form to keep track of your earned CEUs, in case of an audit.
- SMPS Domains of Practice: The educational content of your presentation must encompass the SMPS Domains of Practice.
- Interaction Time: One CEU is awarded for each hour of interaction between a learner and an instructor. Breaks, meals, and social/networking time are not included in instruction time.
- Presentation during a meal function: Can be counted for the length of the presentation only.

SESSION TOPIC INSPIRATION

SUGGESTED TOPICS

1. Identifying growth opportunities, building client relationships, and aligning marketing with firm-wide business goals
2. Exploring tools, platforms, and creative strategies to elevate brand visibility in the AEC industry
3. Developing leadership skills, navigating career paths, and fostering inclusive, effective teams
4. Improving client satisfaction, loyalty, and long-term partnerships through best practices
5. Using analytics, KPIs, and market research to drive marketing and business development strategies
6. Leveraging AI, automation, and digital platforms to streamline operations and enhance marketing impact
7. Crafting compelling proposals, delivering winning presentations, and managing the pursuit process
8. Encouraging cross-functional collaboration, knowledge sharing, and a strong internal brand culture
9. Building equitable and inclusive workplaces and marketing practices
10. Understanding economic, technological, and cultural trends shaping the future of the built environment
11. Structuring a modern marketing team for agility and impact
12. Co-presenting with technical experts to bridge marketing and subject matter expertise
13. Communicating effectively with colleagues across roles and disciplines
14. Demonstrating the value of marketing and business development to firm leadership
15. Balancing dual roles as both marketing and business development lead
16. Thriving as a one-person marketing team: strategies for doing it all
17. Expanding marketing impact beyond proposals and pursuits
18. Leveraging volunteerism to grow leadership presence and influence
19. Collaborating with cross-office teams to unify brand and strategy
20. Coordinating marketing efforts across multiple regions
21. Navigating the overlap between HR and marketing functions
22. Managing marketing through mergers and acquisitions: before, during, and after



TRACKS

TRACK 1

Unified from Day One - Entry Level Marketers

Empowering Emerging Marketers to Connect, Contribute, and Grow

This track is built for early-career professionals stepping into the AEC marketing world. From day one, you're part of a team—and these sessions will help you show up with confidence, ask smarter questions, and contribute meaningfully. Covering foundational topics like internal communication, brand alignment, and the proposal process, this track is designed to shorten the learning curve and help you understand how your role supports unified firm success. You'll leave with practical tools, a clearer sense of purpose, and the confidence to grow your influence from the start.

TRACK 2

Stronger Together - Team Building Workshops

Tactical, Hands-On Sessions for Unified, High-Performing Teams

This track features multiple 2-hour, interactive workshops designed for professionals across marketing, BD, and technical roles. "Interactive" means you'll be actively participating—bring your pen, paper, or laptop to engage in real-time exercises, discussions, and problem-solving activities. These sessions are focused on delivering tactical, implementable strategies you can take back to your team—whether you're part of a large department, a cross-functional group, or attending solo with the goal of sharing insights at your firm. You'll explore practical tools for breaking down silos, building trust, and strengthening collaboration to help your team thrive—no matter its size or structure.



TRACKS

TRACK 3

Aligned for Impact - Experienced Marketing & BD Professionals

Unifying Strategy, Messaging, and Relationships at the Next Level

Designed for mid- to senior-level marketing and business development professionals, this track explores the complexities of leading strategic pursuits, aligning messaging across studios and sectors, and strengthening relationships with firm leadership. Sessions will focus on unifying firmwide goals with client needs—while also developing your leadership voice and sharpening your ability to guide and manage teams effectively.

TRACK 4

Unified Tools - Integrating Technology for Smarter Marketing

Geared toward marketing and business development professionals, this track goes beyond the basics to explore how a wide range of technologies—from AI and automation to CRM systems, analytics platforms, and emerging digital tools—can be strategically integrated with human creativity to drive meaningful results. These sessions offer a deeper dive into evaluating, adopting, and leading tech initiatives that enhance collaboration, boost efficiency, and elevate your team's impact. We're looking for real-world examples of how these tools have been successfully implemented within firms—showcasing not just what's possible, but what's working.





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