

2020 SMPS Southeastern Regional Conference - Call for Speakers

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March 16-18, 2020

Marriott Tampa Water Street

Tampa, Florida

Hosted by the SMPS Tampa Bay Chapter with support from southeast SMPS chapters including Alabama, Atlanta, Central Florida, Charlotte, Nashville, North Florida, Palmetto, Research Triangle, and South Florida.

The SMPS Southeastern Regional Conference is coming to the Marriott Tampa Water Street in Tampa, Florida. The hip, urban heart of Florida's Gulf coast beats in Tampa Bay. Discover blue skies and sunshine, a sparkling waterfront, world-class chefs, family fun, and a century of Cuban culture – all in Florida's most diverse travel destination. In Tampa Bay, our hospitality is as warm as our weather.

Are you a seasoned marketing leader who is a dynamic story teller? We are looking for engaging speakers to share market trends, best practices, and marketing strategies with our attendees. This is your opportunity to share your experience and CHART YOUR COURSE at the 2020 SMPS Southeastern Regional Conference in Tampa, Florida.

READ BELOW FOR MORE DETAILS.

ENTER YOUR EMAIL BELOW TO BEGIN THE SUBMISSION.

To Edit/Modify Your Submission:

Once you start the submission process, you will have to enter at least one character into each required field to tab to the end of the submission form. At the end of the submission, there is an option to obtain a copy of your submission. Make sure that is turned on. This will send you a link to go back and edit/modify your submission. Note that you will be able to edit/modify your submissions only until the due date of 5 pm EST on Tuesday October 15, 2019.

*** Required**

1. Email address *



About the Event

The SMPS Southeastern Regional Conference is an annual event focused on providing top notch professional development opportunities through networking and education. The 2020 Conference will see marketers, business developers, and firm principals in the A/E/C industry gather at one of the country's most unique and culturally diverse communities. Tampa Bay offers a treasure trove of culture, cuisine, craft brewing, natural beauty, and outdoor opportunities, all of which put adventure at your fingertips. Attendees will gain quality professional development training to share within your firms including market trends, best practices, and marketing strategies that will help you CHART YOUR COURSE and refine your craft!

Who Will Attend

Marketing and business development professionals, as well as firm principals from the A/E/C industry:

- Experience ranging from entry level to 20+ years
- Large, medium, and small size firms
- 250+ attendees
- 10 chapters, 6 states

What We're Looking For

We carefully review each submission to offer attendees the best content possible. Sometimes the best doesn't fit into a specific category. We are looking for new perspectives, latest trends, and best practices. Topics should address one or more of SMPS' Six Domains of Practice: market research, marketing planning, client and business development, proposals, promotional activity, and management. Details on the Domains of Practice can be found at the following link:

<https://www.smps.org/wp-content/uploads/2019/01/SMPS-Domains-of-Practice-Insert.pdf>

We strive to provide programming for all levels of experience, from entry level to the C-Suite. We will accept lecture style presentations and presentations with a maximum of two speakers.

Educational programming will include approximately 15 sessions. Each session is 75 minutes, with 60 minutes reserved for content, with time allotted at the beginning and end for beginning and ending activities. If you have a unique format or program that needs more time, tell us what you need and convince us why we need it!

Important Dates

September 3, 2019:	Call for Speakers opens
October 15, 2019:	Deadline for session submissions
November 15, 2019:	Speakers selected and notified
December 3, 2019:	Speakers confirmed and posted on conference web site

Speaker Benefits

Speakers selected to present at the 2020 SMPS Southeastern Regional Conference will enjoy:

- Full conference registration that includes all conference meals and sessions, and admission to the Tuesday evening social event. Speakers are responsible for their own travel, lodging, and meals outside of conference events.
- Reputation as an industry expert in respective specialty areas.
- Exposure to a prospective audience of 250+ A/E/C leaders in attendance.
- Opportunity to expand your network and build new business.
- Opportunity to find additional speaking engagements with SMPS chapters and regional conferences.
- An evaluation summary from participants.

How to Submit

If you are interested in presenting at the 2020 SMPS Southeastern Regional Conference, speaker proposals must be received by 5:00 PM EST on Tuesday, October 15, 2019 using this Google forms link:

<https://forms.gle/pyUETNCDvgmuCcQo8>

Use this form to submit all applications electronically. A Google Account is required to access the form, but once logged in you can reference another email address (non-Google is accepted).

Important Note - Limited Number of Submissions

In consideration of the time that session reviewers invest in reading each submission in its entirety, we ask that you limit your submissions to only two for consideration. If you submit more than two proposals, they will not be considered.

Questions?

If you have questions about the submission process, please contact the 2020 Southeastern Regional Conference Programs Committee at programs@smips-serc.org.

Contact Information

2. Name *

3. Title *

4. Company Name *

5. Office Phone Number *

6. Cell Phone Number *

7. How did you hear about this opportunity?

Speaker Information

Provide a bio for each speaker along with a list of past programs you have presented. No previous experience, no problem!

Speaker 1 Information

8. Speaker 1 - Name *

9. Speaker 1 - Company *

10. Speaker 1 - Title *

11. Speaker 1 - Email *

12. Speaker 1 - Bio (This is limited to 700 characters) *

13. Speaker 1 - Previous Speaking Experience

14. Speaker 1 - References *

Provide two references (include name, company name, phone number, and e-mail address) per speaker that can be contacted regarding your speaking credentials and effectiveness.

15. Speaker 1 - Headshot Upload *

You will need to log in with a Google account to upload. The maximum file size is 1MB. If you do not have a Google account, please email headshot only to smpsserc10@gmail.com. Make sure that the image file name includes your last name.

Files submitted:

Speaker 1 Professional Social Media Accounts

16. Twitter

17. LinkedIn

18. Facebook

19. Instagram

20. Other

Speaker 2 Information

21. Speaker 2 - Name

22. Speaker 2 - Company

23. Speaker 2 - Title

24. Speaker 2 - Email

25. Speaker 2 - Bio (This is limited to 700 characters)

26. Speaker 2 - Previous Speaking Experience

27. Speaker 2 - References

Provide two references (include name, company name, phone number, and e-mail address) per speaker that can be contacted regarding your speaking credentials and effectiveness.

28. Speaker 2 - Headshot Upload

You will need to log in with a Google account to upload. The maximum file size is 1MB. If you do not have a Google account, please email headshot only to smpsserc10@gmail.com. Make sure that the image file name includes your last name.

Files submitted:

Speaker 2 Professional Social Media Accounts

29. Twitter

30. LinkedIn

31. Facebook

32. Instagram

33. Other

Proposed Session Information

34. Session Title *

35. Are you interested in being a keynote speaker? *

Mark only one oval.

☐ Yes

☐ No

36. Session Description *

Tell us about the content of your session and show the value to our attendees. Why you/your session? (This is limited to 900 characters.)

37. SMPS Domain(s) of Practice *

Select the SMPS Domain(s) of Practice that your session most closely relates to (for more information on the SMPS Domains of Practice, click here: <https://www.smps.org/wp-content/uploads/2019/01/SMPS-Domains-of-Practice-Insert.pdf>).

Mark only one oval.

- ☐ Domain 1 - Marketing Research
- ☐ Domain 2 - Marketing Planning
- ☐ Domain 3 - Client and Business Development
- ☐ Domain 4 - Proposals
- ☐ Domain 5 - Promotional Activity
- ☐ Domain 6 - Management

38. Experience Level Best Suited for Your Session *

Mark only one oval.

- ☐ Entry-Level
- ☐ Mid-Level
- ☐ Management Level
- ☐ C-Suite

39. Detailed Outline of Your Session That Demonstrates the Key Messages *

40. Where Has This Session Been Presented Previously? *

If this session is brand new, just let us know below.

41. Learning Outcomes/Key Takeaways *

List 3-5 actionable key takeaways you expect attendees to gain from your session.

42. Session Format *

Tell us about your session format.

43. A/V Requirements *

Tell us what equipment you will need the conference to provide for your session (i.e. lavalier and handheld microphones). NOTE: Speakers must bring their own laptop and appropriate cables and adapters.

44. Handouts *

Describe the handouts you will have for attendees.

Acknowledgement

By submitting this application, you grant the 2020 SMPS Southeastern Regional Conference Programs Committee permission to use speaker bios and headshots in social media and other promotional formats prior to, during, and after the 2020 SMPS Southeastern Regional Conference.

45. *

Mark only one oval.

☐ Yes

Questions

If you have questions about the submission process, please contact the 2020 Southeastern Regional Conference Programs Committee at programs@smps-serc.org.

☐ Send me a copy of my responses.

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