



SPEAKER APPLICATION DUE 08.14.26



CALL FOR SPEAKERS

SMPS SERC 2027



Sawgrass Marriott Golf Resort + Spa
Ponte Vedra Beach, FL | 03.22-24.27

sm^{ps} | Southeastern
Regional Conference



2027 THEME

Make Waves

New ideas • New influence • New outcomes

Set against the coastal backdrop of Ponte Vedra Beach, Florida, the 2027 SMPS Southeast Regional Conference invites AEC marketers, business developers, and firm leaders to embrace this year's theme, *Make Waves: New Ideas. New Influence. New Outcomes.* Challenge yourself to think beyond the expected—share your knowledge and insights, and help shape the future of the industry as a presenter at this year's regional conference.

Our industry stands at the shoreline of transformation. Emerging technologies, evolving client expectations, workforce shifts, competitive pressures, and changing business development strategies are reshaping how firms grow, connect, and lead. The professionals who create ripples of momentum in this environment are those willing to bring fresh ideas, challenge conventional thinking, and inspire meaningful action.

We invite speakers to help attendees make waves by delivering engaging, forward-thinking, and actionable content that equips them to lead with greater influence and impact.

Whether your expertise focuses on marketing strategy, business development, leadership, client experience, communications,

technology, talent development, firm operations, or industry innovation, we are seeking sessions that move beyond theory and provide practical tools, proven strategies, and real-world insights attendees can immediately apply within their firms.

Join us March 22–24, 2027, in Ponte Vedra Beach, Florida at the Sawgrass Marriott Golf Resort & Spa, where industry professionals will gather to exchange ideas, challenge assumptions, build connections, and create new outcomes together. Bring your boldest thinking, your most valuable lessons learned, and your vision for the future of AEC growth and leadership.

Present on topics that turn reflection into action for AEC marketers. Share how you facilitate growth, encourage collaboration, or promote the latest trends.

- + Engage with an anticipated diverse audience of architects, engineers, and construction professionals.
- + Participate in a dynamic environment designed to inspire collaboration and innovation.
- + Network with key players in the industry during our vacation-like social events and breakout sessions.
- + Leave a lasting impact—your insights could boil down to the very success that attendees set out to achieve!

General Info

The Society of Marketing Professional Services (SMPS) Southeastern Regional Conference (SERC) includes marketing and business development professionals from Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia chapters.

SERC is the region's premier business development, marketing, and leadership conference designed to educate and connect professionals and leaders in the AEC industry.

WHO WILL BE THERE?

- + 350+ AEC professionals
- + 11 SMPS Chapters: Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia.

WHAT IS THE FOCUS?

- + Share innovations and solutions
- + Provide actionable takeaways
- + Ignite creativity!
- + Connect and collaborate

WHEN IS MY APPLICATION DUE?

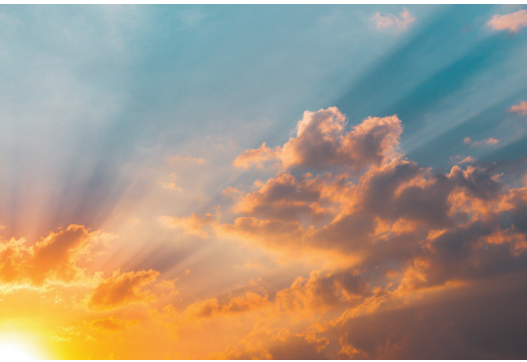
- + Friday, August 14, 2026 at 11:59 PM

HOW DO I SUBMIT?

- + Scan the QR code found below and at the back of this packet to submit speaker application(s) online by August 14th.



Apply here!



Speaker Benefits

Your compensation package for each session is worth over \$1,375!

Full Conference Access*: Enjoy one complimentary registration compensated by the 2027 SMPS SERC Committee. Registration includes conference meals and access to the Welcome Reception.

One-Night Hotel Stay*: Relax with a complimentary stay in our designated block.

**Regardless of the number of speakers involved in a session, such as a panel discussion format where there is more than one speaker, only one (1) complimentary conference registration and (1) hotel compensation will be provided per session.*

PROMOTIONAL OPPORTUNITIES:

- + Reach 350+ AEC Professionals
- + Build Business Relationships
- + Increase Industry Recognition
- + Expand Your Network
- + Receive Valuable Feedback

Expand Your Visibility as an Industry Expert



WHAT IT TAKES TO CREATE A *Winning Submittal*



PROGRAM FORMATS

SERC is seeking dynamic sessions that captivate and involve the audience. We're open to various formats that foster active participation and lively discussion. If your session is chosen, please note that SERC may adjust titles or refine program summaries to enhance promotional materials and the overall program.

Sessions are typically 60 minutes, with exceptions noted. Be sure to include time for a Q&A segment to boost interactive engagement and make your presentation truly memorable.



INTERACTIVE LECTURE

Speakers should plan for a 10- to 15-minute Q&A segment to actively engage AEC industry attendees. Think about adding other interactive elements, like impromptu Q&As, audience polls, or live feedback through mobile devices, to make your presentation even more engaging.

SKILL-BUILDING WORKSHOP

Workshops teach a specific skill and include one or more exercises that allow attendees to practice the skill. Presenters ask audience members to present their work to the group and give live feedback.

PANEL DISCUSSION

Attendees experience three to four viewpoints on a specific topic, concluding with an extensive question-and-answer segment. This format provides attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists. Consider panelists who present opposing views, have different roles, and/or come from different areas of the industry.

(One session package total)

KEYNOTE SESSION

The 2027 SERC Programs Committee selects keynote speakers directly. If you have keynote suggestions, contact programs@smgs-serc.org.



GET TO KNOW Your Audience

WHAT IS SMPS?

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals dedicated to advancing the AEC industry. It is the only organization focused on creating business opportunities in this sector. It is critical to understand this audience. We market professional expertise rather than products.

The Southeast Regional Conference includes eleven SMPS chapters: Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia representing 1250+ members.

WHAT IS THE A/E/C INDUSTRY?

A/E/C stands for architects, engineers, and construction professionals who collaborate on projects in the built environment, such as schools, commercial buildings, and public infrastructure. These disciplines are crucial for community development, from design to construction. The A/E/C industry is growing globally and is expected to reach \$18.8 trillion by 2027.

CHALLENGES IN THE A/E/C INDUSTRY

Digital Marketing and Branding: AEC firms use digital channels like LinkedIn, social media, and content platforms to stand out, strengthen their online presence, and attract talent and clients. What strategies effectively translate a brand into impactful digital communications and campaigns?

Client-Centric Approach: Firms that prioritize client experience and satisfaction by understanding client needs and preferences, and tailoring services accordingly, are winning more work. What success strategies and tactics have you noticed?

Data-Driven Decision-Making: Data analytics help firms make informed decisions, optimize resource allocation, and identify growth opportunities. How are firms tackling this seemingly impossible challenge?

CRM Integration and Automation: AEC firms are integrating CRM systems and automation tools to streamline business development processes, centralize client information, and

improve efficiency. What impact do you see on firms that utilize these methods?

Embracing AI and Emerging Technologies: The rise of artificial intelligence (AI) and other emerging technologies is reshaping the AEC industry. How are firms using AI to boost innovation, efficiency, and gain a competitive edge? What challenges are they facing in this tech-driven landscape?

Management vs. Leadership: Today's workplace focuses more on connectivity, networks, and collaboration. Firms that offer flexibility for employees, such as working from home, flexible working hours, and sabbaticals, are winning the talent game. What tips and tricks do you have for leaders in this area?

Generational Changes: Managing generational differences, especially with Gen Z's distinct influence, can be tough for many firms. What strategies can help navigate these challenges?

The Domains & CEUs

DOMAINS OF PRACTICE

The Domains of Practice form the cornerstone of SMPS's certification program. Achieving the Certified Professional Services Marketer (CPSM) designation distinguishes marketers as experts dedicated to the highest standards of professional excellence. SMPS has identified and validated the essential body of knowledge and skills crucial for competency in professional services marketing.

These are organized into six Domains of Practice for Professional Services Marketing:

DOMAIN 1: RESEARCH

Marketing research involves gathering, recording, and analyzing data related to a firm's services. This data helps identify and define marketing opportunities, generate and evaluate marketing actions, monitor performance, and forecast trends.

DOMAIN 2: PLANNING

A marketing plan defines a firm's market prospects and key characteristics. It includes marketing goals and strategies and guidance on allocating marketing budgets and efforts.

DOMAIN 3: CLIENT AND BUSINESS DEVELOPMENT

Business development focuses on building relationships with current and prospective clients, often before a request for a proposal is issued. Activities include calls, visits, correspondence, social media interactions, referrals, and trade shows.

CONTINUING EDUCATION CREDITS

Attendees of the SERC who hold a CPSM designation can earn Continuing Education Units (CEUs), with up to 9 CEUs available for attending the regular conference and an additional 6 CEUs for attending the pre-conference sessions. One CEU is awarded for each contact hour of instruction, defined as one hour of interaction between a learner and an instructor. Please note that social or networking time does not count as contact time. CEUs must be self-reported and tracked for CPSM program recertification. Additionally, attendees may earn learning units for other professional certifications such as AIA, which must be self-reported.

DOMAIN 4: PROPOSALS

Proposals are responses to specific solicitations that outline the project and scope of work. They include firm information, relevant projects, technical approaches, and key staff resumes.

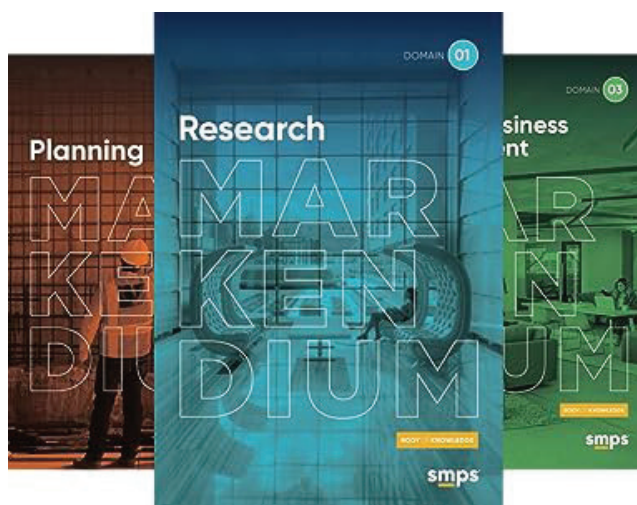
DOMAIN 5: PROMOTIONAL ACTIVITY

This domain encompasses all forms of communication and marketing, such as advertising, direct mail, websites, social media, brochures, presentations, special events, public relations, and press releases.

DOMAIN 6: MANAGEMENT

Management involves coordinating staff and/or consultants to achieve marketing goals and objectives. It includes effective planning, organizing, staffing, and directing projects within an organization.

As you develop your session topic, consider aligning it with one or more of SMPS's six Domains of Practice. These represent the core competencies our attendees are actively building toward (often in pursuit of their own CPSM credential), sessions mapped to these domains tend to resonate most strongly with what the audience is seeking.



Speaker Responsibilities

PROVIDE A HIGH-QUALITY, EDUCATIONAL, AND INTERACTIVE PRESENTATION

Engage conference attendees through audience participation and discussion, including group discussions, volunteer participation, small group breakouts, polls, question and answer, and live feedback via mobile device. Audiences learn best when they feel connected to speakers; our goal with these presentations is to provide experiential programming. It is strongly encouraged to provide leave behind material.

ALLOW AMPLE TIME FOR PRESENTATION AND NETWORKING

Speakers should provide ample time between their arrival and departure from the conference to accommodate their respective presentation times. We encourage our speakers to use their free conference registration to attend other sessions and take advantage of multiple networking opportunities.

REFRAIN FROM PITCHING PRODUCTS/SERVICES

Please refrain from pitching products or services to attendees before, during, or after the session. Ensure the session is not perceived as an infomercial. The purpose of your session is to educate.

COORDINATE WITH SMPS SERC COMMITTEE FOR SPECIAL EQUIPMENT NEEDS

Ensure all necessary equipment including projector, microphone, computer, and any required materials are arranged in advance to support the presentation effectively.

CLEARLY COMMUNICATE EXPECTATIONS TO PANEL SPEAKERS

Clearly communicate expectations of additional panel speakers before the event. Each panel speaker has 10 minutes before and after their session to network before exiting the venue.

Suggested Speaker Best Practices

1. Make sessions practical and actionable.
2. Use real A/E/C examples whenever possible.
3. Keep presentations conversational and engaging.
4. Build audience interaction into the session.
5. Limit content to allow for depth and discussion.
6. Design clean, visually clear slides.
7. Accommodate varying audience experience levels.
8. Leave attendees with tools, ideas, or frameworks they can apply immediately.



NEED MORE INFORMATION?

CONTACT:

PROGRAMS@SMPS-SERC.ORG

OR VISIT: SMPS-SERC.ORG

Have a great time!

READY TO SUBMIT?

Click below or scan the QR code for the application.

[[Call for Speakers Application](#)]

