



BUILD THE **FUTURE**

SMPS SERC | APRIL 25-27, 2021 | NASHVILLE, TN

Call for Speakers Information Packet

BUILD YOUR CONTENT
BUILD YOUR CREATIVITY
BUILD YOUR CONNECTIVITY

smps
Southeastern
Regional Conference

The SMPS Southeastern Regional Conference is an annual event focused on providing top notch professional development opportunities through networking and education. The 2021 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.

The SMPS Southeastern Regional Conference (SERC) is organized into three tracks: CONTENT, CREATIVITY, and CONNECTIVITY. Each session integrates skillsets, lessons learned, and implementation strategies, ranging from personal to firm growth. Topics focus on the latest thinking and future trends in each track and appeal to varied experience levels of SERC attendees, ranging from newbies to industry veterans.

Educational Content

Each session is 45 minutes long with a 30-minute break between each session for cleaning and socially-distant networking. We encourage the following breakout session formats:

Large Roundtable Discussion

Roundtable discussions focus around a particular topic. This format enables attendees to digest new concepts and share experiences with peers.

Workshop

Workshops are hands-on learning experiences that use group discussion, exercises, demonstrations, and case studies.

Panel Discussion

Panel discussions give attendees the opportunity to hear multiple viewpoints on a specific topic. Concluding with an extensive Q&A session, this format gives attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists.

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 and trends. These programs often use case studies.

Lecture

While lectures typically consist of a presenter providing learners with information, this format should also incorporate segments to actively engage attendees.

BUILD YOUR CONTENT

This track is all about building your content for proposals, presentations, and marketing efforts that position your firm for the future. Sessions in this track will tell us what's new, up-and-coming, and effective to build powerful messaging that attracts and retains clients.

Topic ideas:

- Using business intelligence and market trends to shape your content
- Reflecting diversity through content
- Breaking the habit of boring language and creating engaging content
- Promoting diversity as a value proposition
- The power of storytelling
- Creating content that captures attention and encourages engagement
- How to write persuasively in your firm's brand voice
- How to clarify your brand story to amplify your impact
- How to store, manage, and organize your content for future use

BUILD YOUR CREATIVITY

Flex your creative muscles. This track encourages outside-the-(proposal)-box thinking to create and deliver multi-faceted messaging with lasting visual impact. Sessions in this track should offer participants an opportunity to explore trends in design, interactive marketing, and off-page media for use in all areas of A/E/C marketing.

Topic ideas:

- How innovative firms capitalize on experiential marketing
- How marketing can learn from industry disruptors
- Planning a successful company rebranding effort
- Creating simple and compelling graphics in proposals and marketing materials
- The Video Sales Machine: How to make videos that captivate your clients
- How to creatively repurpose content for maximum impact
- Creative design ideas for graphics in virtual presentations

BUILD YOUR CONNECTIVITY (OR TECHNOLOGY)

This track explores the latest trends, tools, and technologies from inside and outside the industry to ramp up your A/E/C marketing program for the future and earn marketers a seat at the executive table.

Topic ideas:

- How virtual reality plays a part in marketing strategy
- Marketing as the most technology-dependent function in business
- Public relations in the age of mobile technology and communications
- Creating your marketing department technology stack
- Today's technology tools for BD and dispersed teams
- The role of data analytics and technology in client intelligence
- How to deliver amazing client service in today's virtual world
- Best practices for using LinkedIn as a BD/Marketing tool

The Right Balance

SERC presents a unique opportunity for presenters to connect with marketers and business professionals in the A/E/C industry from a diverse regional area. We are looking for experts who are accomplished in their fields and bring a fresh perspective to how technology, project delivery methods, firm diversity, and our new environments influence how we market A/E/C services.

Individuals, teams, or groups submitting a proposal for the Call for Speakers MUST be the primary presenter(s). It is encouraged that submittals propose a topic related to one of the three identified tracks and incorporate or relate to the suggested topics. Additional consideration will be given to submittal topics that support and elevate SERC's mission, and highlight local ingenuity and innovation related to the Southeastern Regional Conference.

SMPS programs allow our members and the larger A/E/C community to engage in a career-long learning process in which they are challenged, stimulated, and respected for their professional and personal experiences. SMPS believes that learning is an interaction, not just a transfer of information from an expert to another individual. To uphold this philosophy, SMPS actively seeks presenters who possess the following key qualities:

Relevant Topic

Program content should be relevant to the A/E/C industry, emphasizing how to help marketers grow in their careers and to help firms strategize and plan for the future. Content should relate to one of the three tracks previously listed.

Effective Listening Skills

Good listeners use reflective listening techniques before responding to a question from the audience. This ensures the presenter or moderator understands what is being asked and is validating to the learners that they are being heard.

Subject Matter Experts

Presenters are chosen based on expertise and knowledge in a specific content area.

Willingness to Teach

While command of the subject matter is essential, it is not the sole qualifying factor. Presenters should enjoy teaching and be willing to put forth the effort to create a memorable learning experience for participants.

Effective Interpersonal Skills

The ability to read and react to an audience is a prerequisite for a good communicator. Effective presenters and moderators are most concerned with what the audience is learning.

Use of Sound Instructional Methods

People learn more when they are actively involved. SMPS requests all presenters find ways to increase learner involvement and to share those in your the application. This is especially important for virtual sessions.

Open to Constructive Input

Presenters will receive feedback from participant evaluations, audience comments, and observation.

Conference Format and Safety Measures

The health of our attendees is our top priority, and the planning committee is working hard to make the best decisions for our 2021 conference. Please check [our website](#) or subscribe to our mailing list to stay up to date on the latest conference information.

The well-being of our conference participants is of paramount importance. Our conference hotel, the Renaissance Nashville is taking the following steps to ensure the health and safety of our SERC attendees:

- Masks required in all public spaces and when not able to socially distance from a Marriott Associate in a meeting room
- Daily temperature checks for all associates, as well as masks required on associates at all times
- Hand sanitizer stations throughout the hotel and in elevators
- Increased cleaning frequency, highly disinfectant Eco-lab products for cleaning
- Plexiglass at the check-in counters
- Current meeting room sets:
 - » Extra distance 3'-6' will be placed between tables at all times by conference attendees inside the meeting room
 - » 5' round table – 4 guests
 - » 6' schoolroom table – 1 guest
 - » Theatre style: minimum 3' between chairs
 - » No self-service buffets or communal items, attendants will serve meals or individually packaged meals and snacks will be provided
- Guest room procedures:
 - » Encourage mobile check-in for touchless check-in
 - » Pre-arrival email explaining changes in service and COVID-19 steps
 - » Letter in guest room explaining COVID-19 policies and procedures
 - » Surface disinfectant wipes in guest room
 - » Removal of high touch paper items (magazines, bibles, book of Mormon)
 - » Removal of glassware, coffee makers, decorative pillows, hair dryer bags
 - » No housekeeping stayover service but will deliver items upon request
 - » 72 hours between each guest when possible

Instructions for Submitting Your Speaker Proposal – Part 1

The preferred way to submit your speaker proposal is to use the Google Form by [clicking here](#). The following information will be asked in the Google Form.

If you need to submit another way, please contact Lindsay Diven, CPSM at ldiven@fullsailpartners.com or Ritu Sandhu at ritu.sandhu@bartonmalow.com.

All speaker proposals must be received by **5:00pm CST on Friday, December 11, 2020**.

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.

CALL FOR SPEAKERS TIMELINE

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|--------------------------------|---------------------------|
| • Application Published: | Monday, November 16, 2020 |
| • Submissions Due: | Friday, December 11, 2020 |
| • Keynote Speakers Notified: | Friday, December 18, 2020 |
| • Remaining Speakers Notified: | Mid-January 2021 |
| • Final Presentations Due: | Early April 2021 |

SESSION REQUIREMENTS

All proposal submissions should include the following:

TOPIC: Give us your best elevator pitch. In 10 words or less, craft a title for your program and adapt its name to this year's SERC theme: Build the Future.

FORMAT: Specify which format your breakout session will follow: lecture, panel discussion, roundtable discussion, best practices, or workshop.

TRACK: Tell us the track of your program topic (Track 1 – Build Your Content, Track 2 – Build Your Creativity, or Track 3 – Build Your Connectivity)

CPSM DOMAINS: Which CPSM domain(s) does your program cover? (Domain 1 – Market Research; Domain 2 – Marketing Planning; Domain 3 – Client and Business Development; Domain 4 – Proposals; Domain 5 – Promotional Activity; Domain 6 – Management)

ABSTRACT: In 150 words or less, provide the thesis of your proposed program and discuss the value proposition for our audience. This abstract will also serve as the description in the conference program and website. Make it specific and appealing to prospective attendees.

OUTLINE: Provide a presentation outline demonstrating key presentation messages.

LEARNING OUTCOMES: Share 3 to 5 desired learning outcomes for your program attendees.

TARGET AUDIENCE: Let us know what experience level your program is targeted to (entry, mid-level, or senior). Please pick one experience level to target with your session. We are striving to provide programming that appeals to all experience levels and will take this into account when selecting the programs. We will also make sure to include this in the conference materials to assist attendees in selecting their sessions.

HANDOUTS: Describe the handouts you will have for attendees.

ATTENDANCE: Describe if your session requires a minimum or a maximum number of attendees. Address how to handle a room of 75-100 attendees or an audience much larger than originally anticipated.

PREVIOUS PRESENTATIONS: If this program has been presented previously, list the conference or event, and provide information on how the program was received. Also list your 3 most recent speaking engagements, the presentation title, conference/event, and date.

SPEAKER REQUIREMENTS

ACCEPTANCE & UNDERSTANDING OF CONFERENCE RECORDING: To make valuable information from SERC accessible to members who cannot attend the conference, SERC education sessions may be recorded (audio and/or video) and made available for purchase, either via CD or download following the conference. Submission of a proposal in response to this Call for Speakers requires your acknowledgment and acceptance of this possibility and conveys your permission to record your session if selected by the SERC committee. SERC does not allow outside recording devices to be brought in to record sessions or any unauthorized distribution of conference content or programming.

Speaker Benefits

Speakers selected to present at the 2021 SMPS Southeastern Regional Conference will enjoy:

- Enhanced reputation as an industry expert in their specialty areas
- Exposure through the conference website, conference app, and promotional materials
- Networking opportunities with attendees representing leaders in the A/E/C industry
- One full conference registration per individual presenter, valued at \$495 for SMPS members and \$595 for non-members, or two max conference registrations per presentation regardless of the number of presenters (this benefit does not extend to presenter assistants, co-workers, or clients)
- One guest room night per session at the conference hotel if requested by the reservation deadline
- Conference meals include Monday breakfast and lunch and Tuesday breakfast and lunch
- Two beverage tickets for the Sunday evening welcome reception
- Ability to write a teaser article (200 words or less) for the session that will be used for e-blast campaigns and/or the SERC website
- Opportunity to provide a flyer, swag, or other promotional material during your session
- Lasting brand recognition and repeated reference through speaker session information in the conference app
- An evaluation summary from conference participants
- The potential for additional speaking opportunities through other SMPS chapter events, regional conferences, and national conferences
- All transportation and lodging is the responsibility of the speaker. Hotel group discount rate and flight information provided on website www.smps-serc.org.

Guidelines, Terms, and Conditions

By submitting a proposal to the Call for Speakers, you agree to the following information:

- If for some reason you must cancel, we respectfully request that you give SERC a minimum of 45 days notification. This will allow us enough time to find another presenter to take your place.
- Due to ever-changing health and safety concerns, the 2021 conference planning committee reserves the right to modify the format of SERC. Speakers will be notified of any changes at least 60 days before the scheduled conference.
- Due to ever-changing health and safety concerns, we also understand that some speakers may have reservations about traveling if situations don't improve. Please make our Program Chairs aware of this in order to discuss potential other options, depending on the session and format proposed.
- You will serve as the Primary Session Contact for SERC and must have a valid email address.
- Co-presenter(s) must all agree to the terms and conditions for participation. Refusal to agree to all the terms and conditions will result in any co-facilitator(s) being removed from the presentation.
- We will make your handouts available digitally for conference attendees, but hard copies must be furnished by the presenter(s).
- Each breakout session room will be equipped with A/V equipment including microphone(s), a screen, and a projector. We request that each presenter or team provide their own laptop or tablet for presenting media. Should you not be able to provide one, please contact the SERC planning committee.
- Presenters agree to be available to our communications team to provide content to help promote your session before and at the conference.
- SERC reserves the right to revise titles in consultation with the presenter, reassign the identified topic area, or edit the program summary for promotional and program materials.

Submittal Due Date

Thank you for your interest in submitting a proposal for the 2021 SMPS Southeastern Regional Conference. All submissions MUST be submitted electronically using the [Google Form](#) including links to videos or other supporting material. Proposals must be submitted no later than **5:00pm CST on Friday, December 11, 2020** via [this link](#).

Proposals will not be considered after this date. Proposers will be notified of their selection status no later than mid-January 2021. To promote diversity in programming, multiple sessions may not be awarded to a single presenter. Good luck and thank you!

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Questions?

If you have questions about the submission process, please contact either of our 2021 SERC Conference Programs Co-chairs.

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