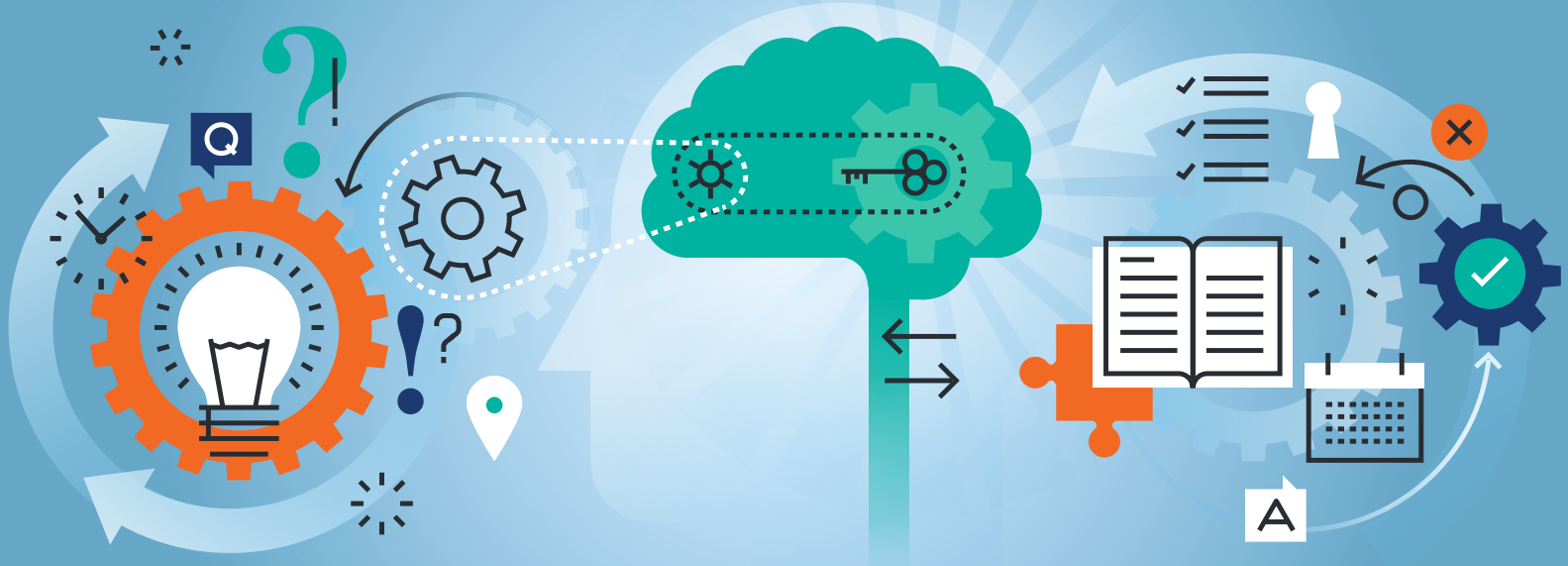




2018 Call for Presentations



INNOVATE, INTEGRATE, MOTIVATE

2018 ANNUAL CONFERENCE

FEBRUARY 22-23, 2018

Innovate, Integrate, Motivate

SMPS Virginia is currently seeking presenters for our annual conference. SMPS Virginia seeks insightful and unique presentations that will command attention from Virginia's most talented A/E/C marketers. SMPS Virginia's main objective is to support the SMPS mission to advocate for, educate, and connect leaders in the building industry.

For more information about SMPS Virginia, please visit www.smpsva.org.

Presentation Topics

The SMPS Virginia Annual Conference is expected to draw 60-80 marketers and business developers who are responsible for attracting new business and generating revenue for their firms. The conference will include one keynote address and approximately four 60 to 90-minute sessions, regardless of format. This agenda is subject to change depending on the proposals received. The audience may involve individuals at various career levels. The program formats may include lectures, panels or workshops. Interactive programs that engage the audience are preferred.

The conference theme builds on our core mission: Educate. Elevate. Inspire. We are seeking presentations with a positive message by speakers who are advocates for our industry and the roles we play as professional service marketers and business developers. Our goal is to assemble a conference program that inspires our members while educating them in the SMPS six domains of practice, including: Marketing Research, Strategic/Business/Marketing Planning, Client and Business Development, Qualifications/Proposals, Promotional Activity, Management and Business Performance.

Learning Outcomes

In preparing your proposal, provide learning outcomes for the presentation you are proposing. Learning outcomes are statements that specify what learners will know or be able to do as result of a learning activity. For example: "Attendees (who) will identify (action verb) the elements of an effective press release (result)."

Proposal Requirements

All proposals must be submitted via email with PDF attachment by **Friday, December 1, 2017** to amoore@enviroscienceinc.com. Your proposal must include the following content:

1. **Name** of the program – give us a title that will knock our socks off.
2. **Format** (lecture, panel, workshop, or some other activity – be as creative as possible) of your program and, while the typical length of a program is 75-minutes, you can convince us that a different duration will work best.
3. **Topic or theme** – We are open to any topic as long as you can show its value to the professional services marketer.
4. Your **description** (500 words max) illustrating the program content.
5. An **synopsis** of the program (150 words max). This will be published on our webpage.
6. At least three tangible **learning objectives**.
7. Your desired **setting** including room set-up and any specific AV requirements.
8. Speaker/presenter **bio** (250 words max) and **headshot** along with a list of past programs presented.
9. Two **references** per presenter, including name, company/organization, phone, and e-mail. References should be able to provide valuable input on your past presentations or speaking engagements.
10. Completed **"Tell Us About Yourself"** form found at the end of this call for programs for each speaker/presenter.

Participation as an SMPS presenter is voluntary. If you are selected to present, you will enjoy:

- Free registration to 2018 Annual Conference (\$250 value)
- \$500 honorarium for out of town speakers to cover hotel and travel expenses
- Exposure to an audience of 70+ A/E/C professionals
- Opportunity to build new business
- A detailed evaluation summary from session participants

Tell Us About Yourself

Name of Program

First Name

Last Name

Organization

Title

Website

Address 1

Address 2

City

State

Zip

Phone (Work)

Phone (Cell)

LinkedIn URL

Twitter Handle

Facebook URL

SMPS Member (Y/N)

Questions?

Contact Ashley Moore at 804.625.6010, or via email at amoore@enviroscienceinc.com.