



Elevating AEC
2025 BUILDING VIRGINIA SUMMIT

Call for Speakers

OCTOBER 16 - 17, 2025 | CHARLOTTESVILLE, VA
GRADUATE BY HILTON CHARLOTTESVILLE



SMPS Virginia is seeking **insightful** and **unique** presentations that will command attention from Virginia's most talented AEC marketers. Our main objective is to support the SMPS mission to advocate for, educate, and connect leaders in the building industry.



If you are a...



**mover, shaker, change-maker,
influencer, motivator, or game-changer,**



you may be just what we're looking for!



This year's theme is *Elevating AEC*. *Designing tomorrow, one peak at a time, reaching new heights, **together**.* The committee will work with the selected speakers to hone the message in order to best communicate with our audience. We welcome you to be as creative as possible!





About SMPS Virginia

WE REACH FROM THE MOUNTAINS TO THE BEACH



SMPS Virginia's mission is to be the premier resource for education, information, and resources in marketing professional services for the built and natural environment.

With over 120 members, our chapter stretches from Roanoke, through Charlottesville, to Virginia Beach. The AEC industry represents the majority of principals, business developers, and marketers in our organization.

While there are many regional SMPS conferences throughout the country, we are the only SMPS chapter that holds its own state conference. This dynamic conference was founded 17 years ago to bring together our geographically diverse chapter. Our conference draws 90+ marketers and business developers, who are responsible for attracting new business and generating revenue for their firms.





What We're Looking For

DYNAMIC. ENGAGING. MEANINGFUL.



The Summit will include an opening keynote address and approximately five 60 to 90-minute sessions. 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*. SMPS believes learning is an interaction, not just the 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 AEC industry, emphasizing how to help people grow in their careers and to help companies strategize and plan for the future. Content should relate to one of the six SMPS domains of practice: Marketing Research, Strategic/Business/Marketing Planning, Client and Business Development, Qualifications/Proposals, Promotional Activity, and Management and Business Performance.
- **Command of Subject Matter:** Presenters are chosen based on expertise 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 effort to create a memorable learning experience for participants.
- **Effective Interpersonal Skills:** The ability to read and react to audiences is a prerequisite for a good communicator. Effective presenters and moderators are most concerned with what the audience is learning.
- **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.
- **Use of Sound Instructional Methods:** People learn more when they are actively involved. SMPS requests all presenters/instructors find ways to increase learner involvement.
- **Willingness to Improve:** Presenters will receive feedback from participant evaluations, audience comments, and observation.



Speaker Benefits

EXPOSURE. OPPORTUNITY. COMPENSATION.



Presenters and panelists who present at the 2025 SMPS Building Virginia Annual Summit will enjoy the following benefits:

- Full conference registration, including Thursday evening networking social.
- Enhanced reputation as an industry expert in their specialty areas.
- Exposure through the Summit website and promotional materials.
- Networking opportunities with attendees representing leaders in the AEC industry.
- A \$500 stipend per session. Please Note: No stipend will be issued in advance. Stipends will be given to the presenter(s) upon arrival at the Summit. The Summit committee will not accept expense receipts. Transportation and hotel expenses are the responsibility of the presenter(s). In the event of a panel presentation featuring multiple speakers, the stipend will be split equally among all participating speakers.
- Summit meals include Thursday lunch, and heavy hors d'oeuvres; Friday breakfast and lunch.
- Opportunity to provide a flyer, swag, or other promotional material for inclusion in the Summit goodie bag.
- Lasting brand recognition and repeated reference through session handouts provided to all attendees.
- An evaluation summary from Summit participants.
- The potential for additional speaking opportunities through other SMPS chapter events, regional conferences, and national conference.

Please clearly indicate any other requirements in your proposal.

** All transportation and lodging is the responsibility of the speaker. A group rate will be available for hotel accommodations.*



Proposal Requirements

SHOW US WHAT YOU'VE GOT

All proposals must be submitted via email with PDF attachment by **5:00pm on Friday, August 1** to smpsvirginia@gmail.com. Your proposal must include the following content:

- 1 Name of the program – give us a title that will knock our socks off (10 words max).
- 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 (300 words max) illustrating the program content.
- 5 A synopsis of the program (150 words max). This will be published on our website.
- 6 At least three tangible learning objectives.
- 7 Your desired setting including room set-up and any specific AV requirements. Note: we may not be able to rearrange the room to your specifications, so be prepared to be flexible.
- 8 Speaker/presenter bio (200 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. Links to video recordings of past presentations are strongly encouraged.
- 10 Completed “Tell Us About Yourself” form (found at the end of this document) for each speaker/presenter.



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Tell Us About Yourself

OCTOBER 16-17, 2025 | CHARLOTTESVILLE, VIRGINIA

Name of Program (must be less than 10 words)*

First Name*

Last Name*

Organization*

Title*

Email*

Website

Address 1*

Address 2

City*

State*

Zip*

Phone (Primary)*

Phone (Alternate)

LinkedIn URL

Twitter Handle

Yes

No

Facebook URL

Are you an SMPS Member?*

Questions?

Contact **Kristen Goughnour** at kgoughnour@rrmm.com, **Zoe Manoukian** at zoe.manoukian@whiting-turner.com, or **Jennifer Ahmad** at jahmad@rkk.com.

**Required*