

Call for SPEAKERS

SPRING EDUCATION EVENT

MAY 10, 2018
8:30 AM - 5:00 PM

SMPSCF
Orlando, FL

ARE YOU A SEASONED MARKETING LEADER WHO IS A DYNAMIC STORY TELLER?

APPLICATION DEADLINE:

January 25, 2018 | 5 PM
anshaw@hntb.com

GAIN INDUSTRY EXPOSURE, GET FEEDBACK, ESTABLISH YOUR EXPERTISE

Are you a seasoned marketing leader who is a dynamic storyteller? 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 impact the A/E/C industry at the 2018 SMPS Central Florida Spring Education Event.

ABOUT THE EVENT

The SMPS Central Florida Spring Education Event is an annual day-long session focused on providing local professional development opportunities through networking and education. The seminar will welcome marketers, business developers and firm principals across the Central Florida A/E/C industry. Attendees seek quality professional development training in areas such as market trends, best practices, and marketing strategies to take themselves and their firms to the next level.

WHAT WE ARE SEEKING?

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
- » Management

We strive to provide programming for all levels of experience, from entry level to the C-Suite. We will accept lecture style presentations, panels, and workshops, BUT are also open to unique ways to present valuable information. We carefully review each submission to offer attendees the best content possible.

APPLICATION SUBMISSION QUESTIONS?

Any questions about the submission process, please contact:

Ashley N. Shaw, Education Director, HNTB
E: anshaw@hntb.com | P: (407) 340-7433

Robin Apelado, Education Co-Director, OCI Associates
E: rapelado@ociassociates.com | P: (407) 332-5110

SPEAKER BENEFITS

- » Full conference registration (\$90 value) that includes all conference meals and sessions
- » Reputation as an industry expert in respective specialty areas
- » Exposure to a prospective audience of more than 75 A/E/C leaders
- » Opportunity to expand your network and build new business
- » Opportunity to find additional speaking engagements with SMPS chapters and regional conferences
- » Feedback via an evaluation summary from participants

Submit your application by January 25th to Ashley Shaw at anshaw@hntb.com

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SPEAKER INFORMATION FORM

Submission of this form with your session proposal is required. If there are multiple speakers in a session, this form must be included for each speaker. **Please include a professional headshot attached to your submission.**

NAME:

TITLE:

COMPANY NAME:

ADDRESS:

OFFICE PHONE:

EMAIL:

CELL PHONE:

WEBSITE:

SESSION INFORMATION FORM

SESSION TITLE:

SESSION DESCRIPTION:

(250-word limit) that tells us about the content of your session and shows the value to our attendees.

EXPERIENCE LEVEL BEST SUITED FOR YOUR SESSION:

SMPS DOMAIN(S) OF PRACTICE THAT YOUR SESSION COVERS:

**LEARNING OUTCOMES/
TAKEAWAYS:**

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

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SESSION INFORMATION FORM

SESSION FORMAT: (lecture, panel, workshop or other)

HANDOUTS: describe any handouts you will have for attendees.

SPEAKER BIOGRAPHY: (250-word limit) for each speaker, along with a list of past programs you have presented. No previous experience, no problem!

TELL US WHY SHOULD WE INCLUDE YOUR SESSION IN OUR 2018 SEMINAR:

(250-word limit)

This is your opportunity to show your personality. Be creative; make us smile!

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

NAME:

PHONE NUMBER:

COMPANY NAME:

EMAIL ADDRESS:

NAME:

PHONE NUMBER:

COMPANY NAME:

EMAIL ADDRESS:

****IMPORTANT NOTICES ** (AKA THE FINE PRINT):** All session submissions MUST be submitted electronically in pdf format. The e-mail subject line should read "2018 Spring Education Event Speaker Proposal". Please use the following naming format: lastname-presentationtitle.pdf. The title may be abbreviated, but should be clearly recognizable; use "-" to separate words as needed, for example, "lastname-strategic-planning.pdf". **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. **PERMISSION GRANTED:** By submitting this application, you grant the 2018 SMPS Central Florida Education Committee permission to use speaker bios and headshots in social media and other promotional formats prior to, during, and after the 2018 Spring Education Event.

Submit your application by January 25th to Ashley Shaw at anshaw@hntb.com