



2019 SMPS MISSOURI VALLEY REGIONAL CONFERENCE
APRIL 3-5, 2019 | THE FONTAINE – A KANSAS CITY HOTEL

CALL FOR PRESENTATIONS

Thank you for your interest in speaking at the 2019 SMPS Missouri Valley Regional Conference (MVRC). Please complete the attached form to be considered as a speaker. Applications are due by **Friday, September 14, 2018, no later than 5:00 PM CST**. All applications should be emailed to tcartwright@walterpmoore.com.

MVRC 2019: It Starts with Us!

The SMPS Missouri Valley Regional Conference is set for April 3-5, 2019 in Kansas City, Missouri.

MVRC is a bi-annual regional conference focused on providing professional development opportunities for business development and marketing professionals in the A/E/C (Architecture/Engineering/Construction) industries. The conference targets marketing and business development professionals at all levels of their careers. Through dynamic networking and educational programs, 125+ attendees will learn successful practices and will be inspired to deliver superior results for their firms.

The conference is hosted by five SMPS Chapters: Kansas City, Nebraska, Ozarks, St. Louis, and Wichita. We are now accepting applications for presentations. Our goal is to secure speakers who will motivate attendees to push the envelope in their careers and professional relationships by inspiring creativity, refreshing strategic thinking, and re-imagining their passion for marketing and business development.

Audience

Typical conference attendees range from firm principals to entry-level marketing and business development staff at professional services firms. Through exposure to experts, practitioners, and peers, participants are there to examine the latest economic data; explore trends in business development, marketing, and management; learn how to work smarter and more efficiently to deliver extraordinary service to clients; gain knowledge to become more effective leaders in their firms; gather information to guide their firms to thrive in existing markets and gain footholds in new areas; expand their networks of valuable business contacts; and reinvigorate their thinking.

Educational Program

Your program must fall under the SMPS Domains of Practice. These include:

- Market Research
- Marketing Planning
- Client and Business Development
- Proposals
- Promotional Activity
- Management



**Missouri Valley
Regional Conference**
Kansas City | Nebraska | Ozarks | St. Louis | Wichita
Society for Marketing Professional Services

Session Formats

We are looking for two interactive types of session formats: the typical 80-minute program made up of the individual presenter, duo, or panel, and short-form, impactful, 15-18 minute sessions. Presentations must fall under one of the following tracks:

- **Marketing** – Success in marketing is based on attention to client needs, solid research, thoughtful strategy, well-executed tactics, and consistent measurement of the return on your marketing investment. Marketers continually strive to enhance the firm’s brand, refine messaging, and foster client relationships while standing out from the crowd. This track is all about positioning your firm ahead of the curve with what’s new and effective in all things marketing from powerful messaging, amazing creativity and stellar communications. It explores the latest trends, tools, and technologies from inside and outside the industry to ramp up the marketing program - and earn marketers a seat at the management table.
- **Business Development** – Effective business development directly affects the bottom line. Knowing where to find clients and projects, understanding how to narrow the focus of the opportunities to be pursued, and fostering healthy business relationships are all keys to a well-rounded and robust business development program. Sessions in this track will explore leading strategies and tactics for targeting, capturing, and retaining clients - especially when the competition is intense.
- **MAX Sessions** – These short-form sessions are meant to be a showcase for speakers presenting great, well-formed ideas. We are looking for individual speakers with impactful stories of innovation, leadership, graphic design, technology, career path, successful professional relationships, etc. These great stories should center around the conference’s theme “It Starts with Us,” inspire and excite your audience, and provide them with tools and knowledge they can immediately take back to their firms for implementation.

Speaker Benefits

- Full conference registration, including meals and sessions, worth an estimated \$500
- Reputation as an industry expert in respective specialty areas
- Exposure to a prospective audience of 125+ A/E/C leaders in attendance
- Inclusion in conference program and website
- Opportunity to find additional speaking engagements with SMPS chapters and regional conferences
- A full list of conference attendees
- An evaluation summary from session participants
- Does not include hotel accommodations or reimbursement for travel

Speaker Responsibilities

- Provide a high quality educational and interactive presentation
- Engage attendees through audience participation and discussion (please engage the audience during your session by utilizing group discussions, asking for multiple volunteers to participate, etc.)
- Coordinate with SMPS MVRC Committee for any special equipment needs
- Provide a photo, topic summary, and biography for marketing purposes
- Not to solicit speaker’s products/services to attendees before or during the session and ensure the session is not perceived as an infomercial
- Selected speakers are expected to provide ample time between their arrival to and departure from the conference in order to accommodate their respective presentation time
- We also encourage our speakers to utilize their free conference registration to attend other sessions and to take advantage of multiple networking opportunities



Dates

The 2019 SMPS MVRC will be held Wednesday afternoon through Friday morning, April 3-5, 2019 at The Fontaine – A Kansas City Hotel, 901 W 48th Place, Kansas City, MO 64112. A preliminary schedule is below, but is subject to change. If selected, the time of your presentation will be determined by our Programs Committee.

Wednesday, April 3, 2019

3:15 PM - 5:15 PM MAX Sessions

Thursday, April 4, 2019

8:30 AM - 10:00 AM Breakfast and Keynote

10:20 AM - 11:50 PM Breakout Session 1

1:30 PM - 3:00 PM Breakout Session 2

3:20 PM - 4:50 PM Breakout Session 3

Friday, April 5, 2019

8:00 AM - 9:30 AM Breakfast and Keynote

9:45 AM - 11:15 AM Breakout Session 4

How to Submit

If you are interested in presenting at the 2019 SMPS MVRC Conference, please submit your proposal by **Friday, September 14, 2018, no later than 5:00 PM CST**. Proposals will NOT be accepted after this time.

Email to:

Tiffany Cartwright, CPSM
2019 SMPS MVRC Programs Chair
tcartwright@walterpmoore.com

All submissions must be submitted email. Please enter “2019 MVRC Program Submission” in the subject line. You will receive confirmation of receipt within 24 hours.

Proposal Information

Please include the following with your completed Request for Speakers form:

- Biography (resume)
- Photo (preferably 350 dpi, attached as a separate file)
- Attach a one page presentation outline
- Short video presentation clip (or reference we can contact)
- Information about past speaking engagements
- Samples of any handouts you intend to use

SMPS MVRC will notify selected speakers by October 1 and coordinate with you regarding the details of the event.

Questions?

Please contact the 2019 SMPS Missouri Valley Regional Conference Programs Chair with any questions:

Tiffany Cartwright, CPSM
Business Development Coordinator
Walter P Moore
816.701.2110
tcartwright@walterpmoore.com





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Please email the Request for Speakers form and all attachments to tcartwright@walterpmoore.com. Deadline for speaker submissions is **Friday, September 14, 2018, no later than 5:00 PM CST.**

Contact Information

Name:

Title:

Company:

Address:

Phone:

Email:

SMPS No. and Chapter (If Applicable):

Presentation Details

Presentation Title:

Proposed Track:

Domain(s) of Practice:

Career Level Your Presentation is Geared Towards: Entry Middle Advanced

Brief Description of Program:

Past Speaking Experience:

Speaking Reference:

Learning Objectives:

Please include 3- 4 objectives that describe what attendees will know or be able to do as a result of this session.

**** IMPORTANT NOTICE ****

By submitting this application, you are granting the SMPS MVRC Committees permission to use speaker photos, bios, social media, and presentation materials in promotional activity prior to, during, and after SMPS MVRC 2019.



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