



smps[®]
Southwest
Regional Conference

2023 CALL FOR PRESENTATIONS

La Fonda on the Plaza - Santa Fe, NM
April 12-14, 2023

Packet Due
May 27, 2022



THEME ROAD TRIP

The 2023 SMPS Southwest Region Conference theme is Road Trip. Road trips come in different forms, from driving the scenic route cross country to shorter jaunts where adventure is the goal. Not all adventures focus on the destination. From mapping the course and packing the car to the scenic path and surprise detours, the journey is part of the fun. A marketing professional's career is similar. We're looking for some travel guides to help us along our way. Could that be you?

We hope you'll map a trip to Santa Fe, NM, where you're sure to encounter beautiful sights and meet some fantastic new people. The terms below are an excellent way to adapt your presentation to drive the conference theme and give your audience an incredible experience.

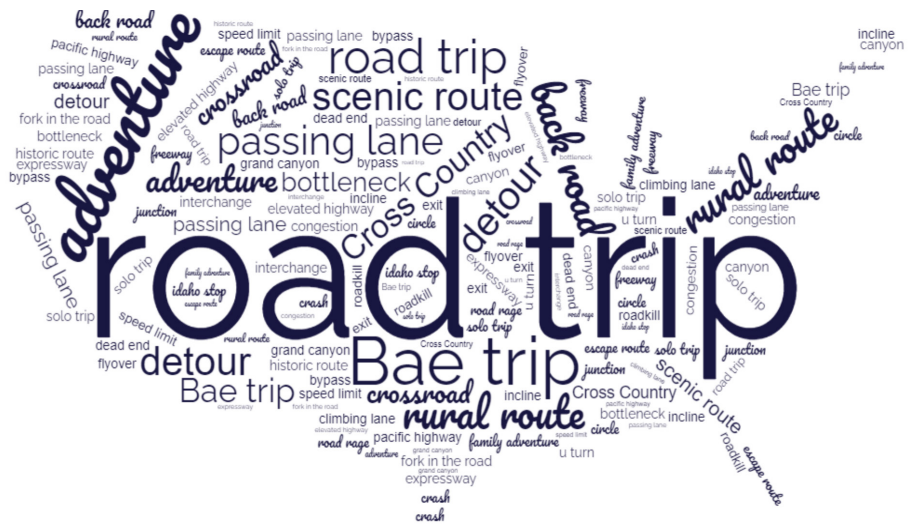


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GENERAL INFORMATION

The Southwest Region Conference (SWRC) invites you to share innovative ideas to educate marketing and business development professionals throughout the four corner regions of Arizona, Colorado, New Mexico, and Utah.

Held approximately every 18 months, the SWRC is the premier business development, marketing, and leadership conference in the region designed to educate and connect leaders in the AEC industry.

WHO WILL BE THERE?

250+ AEC professionals

Four (4) Chapters: Arizona, Colorado, New Mexico, and Utah

WHEN IS MY APPLICATION DUE?

May 27, 2022, 11:59 PM MDT

WHAT IS THE FOCUS?

Think innovatively and differently

Provide valuable takeaways

Boost creativity

Encourage attendee engagement

HOW DO I SUBMIT?

Email submission packet (pages 12-13) to programs@smpsswrc.com





SPEAKER BENEFITS

- Each session compensation package (valued at over \$850) includes:
 - One full conference registration
 - One hotel night stay will be provided and arranged by the SMPS SWRC committee
 - Travel expense stipend in the amount of \$250 to offset the cost of travel to the conference
- Opportunity to present a flier or other promotional material in the conference attendee bag.
- Exposure and access to over 250 Southwest Region AEC industry members.
- Opportunity to build new business.
- Reputation as an AEC industry expert in your respective area.
- Expand your network for additional chapter and regional conference speaking opportunities.
- An evaluation summary from conference participants.
- *Each session receives one (1) session compensation package per approved presentation. If your session has multiple speakers, the submitting speaker determines which single presenter receives the benefit.*

Additional speakers without conference registration may spend 15 minutes before and after the session for networking before entering/exiting the venue.

PROGRAM FORMATS

Our judges are looking for sessions in the following formats that actively engage the audience. If your session is accepted, SMPS SWRC reserves the right to revise titles, reassign the identified topic area, or edit the program summary for promotional and program materials. Programs are 60-minutes in length unless otherwise noted. Please allow ample time in your presentations for a question and answer segment to encourage interactive engagement.

Interactive Lecture

Typically a speaker presenting on a topic, this format should incorporate a 10- to 15-minute question and answer segment to engage attendees.

Panel Discussion

Attendees experience three to four viewpoints on a specific topic concluding with an extensive question and answer segment. This format provides attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists. (One Session Package total)

Roundtable Discussion

Deep dive into a chosen topic with a small group of five to eight professionals (including a moderator). This format enables attendees to digest new concepts and learn from real-life peer experiences.

Best Practices

Provide concrete examples of successful plans implemented in some of today's most respected companies. Attendees gain industry and outside perspectives on various relevant topics--often utilizing case studies.

Keynote Session

At this time, the call for presentations does not include keynote sessions. The programs committee is selecting keynote speakers outside of this call for speakers. Contact Cynthia Re'Mine at cremine@reaveley.com with keynote suggestions.



PRESENTATION IDEAS

We seek individuals, teams, or panels to present to the audience in this industry described on the following two pages. The two tracks are:

Trip 1: The Cross Country, and Trip 2: The Adventure

Each of the tracks provides an opportunity to educate the attendees on topics and is NOT intended to limit speaker presentations. Conference attendees request NEW and INNOVATIVE presentations. Please use your imagination and be willing to push the limits. Your presentation will create a memorable and emotional connection with hands-on resources that attendees take back to their firms.

SMPS offers a certification program centered around six Domains of Practice outlined below. The Domains articulate and confirm the body of knowledge and skills critical to marketing competency in the AEC industry. Use this information to help identify topics or adapt existing presentations to the audience. <https://www.smps.org/wp-content/uploads/2019/04/CPSM-Handbook.pdf>

Soft Skills

- How to Coalesce a Team Around New Ideas
- Public Speaking + Presentation Skills
- Building Your Career
- Business Development Skills
- Effective Communication
- Marketing Management
- How to Effectively Present Marketing Research to Your Firm's Ownership Team
- How to Lead Successful Marketing Meetings
- How to Drive Successful Implementation of the Tactics in Your Firm's Marketing Plan

Technology

- Illustrator, InDesign, & Photoshop –Intermediate and Advanced
- Interactive PDFs
- Creating Infographics
- Advanced Excel Skills
- Social Media Trends
- Video Storytelling/Digital Marketing
- Analytics Tools
- Other New/Emerging technologies

Management

- Marketing and Business Development's
- Role in Revenue Generation
- Using CRM to Uncover Your Firm's A List Clients
- Using CRM to Inform Marketing and BD Efforts
- Understanding Profit Generation in
- Service Provider Firms
- Analyzing Key Performance Indicators (KPIs) for Firms
- Marketing Integration with Corporate Operations
- Marketing's Role with Recruitment
- Building Next Generation Marketing Managers

Dive Deeper

- eMarketing – Not Just One Tool or Tactic
- Engaging Public/Private Partnerships
- Data Research Tools
- Using Adobe Creative Cloud to Optimize Workflow
- Innovative Marketing Tactics for the AEC Industry
- Engaging with Clients Outside of Project Generation
- Innovative Ideas that Go Beyond the AEC Industry
- B2C Trends that can be Adapted for Our Industry

YOUR AUDIENCE

What is SMPS?

The Society for Marketing Professional Services (SMPS) is a diverse community of marketing and business development professionals working together to move the AEC industry forward. SMPS is the only organization dedicated to creating business opportunities in the industry. Companies large and small tap into our robust national and regional network to form partnerships, secure business referrals, and benchmark performance to design and construct buildings, roads, and infrastructure. The Southwest Regional Conference is four SMPS Chapters: Arizona, Colorado, New Mexico, and Utah, with 570 members.

What is the AEC Industry?

The acronym describes the collaboration of Architects, Engineers, and Construction professionals on various projects in the built environment, including schools, commercial buildings, public buildings, and more. These three disciplines are integral to building our communities from design to construction. AEC is a growing global market and is expected to reach \$10.5 trillion by 2023. It is critical to understand this audience. **We are marketing people and their knowledge rather than products.**

What challenges exist in the AEC industry?

The biggest challenge facing the AEC industry is **workforce shortages**. It is hard to find talent between an aging workforce and a significant skills gap. Architecture, engineering, and construction positions require highly skilled leaders with design ability, safety awareness, technical expertise, and project management skills, which can be hard to find. Human resource departments often call upon the skills of the marketing professional to help market the firm to potential new employees.

Process Improvement is a significant trend that sees AEC professionals transforming their processes to be more cost-effective and efficient through technology. What technology do you know that will streamline marketing processes in proposal production, e-marketing, promotional activities, management, etc.

Data Management is a key challenge in AEC marketing departments. Building on process improvement, collecting data on a facility and its users helps the AEC marketing and business development teams manage existing clients, prospects, and projects to garner new works. What essential tips and tricks can you share with this audience?

Hybrid work environments are here to stay but not without challenge. How can marketers help manage expectations and utilize technology efficiently while navigating the generational training gap presented by the “new normal.”



THE TRACKS



TRIP 1 THE CROSS COUNTRY

Marketing coordinators, specialists, and assistants typically perform various job functions in both marketing and business development under the direction of a marketing manager/director. Depending on the firm's size, may also help with human resources or other overhead functions. A novice conference attendee, often the only conference attended. The combined chapter demographics are 75% female, and 37% have less than 10 years of experience in their role. These entry- and mid-level marketers make up about 47% of the combined chapter demographics. Like planning a cross-country trip, these attendees plan and navigate their careers. Below is a list of potential topic ideas that might appeal to this attendee. The list is NOT intended to limit other relevant topics to this audience.

- Building Your Career
- Business Development Skill Building
- Effective Communication
- Marketing Management
- How To Lead Successful Marketing Meetings
- How To Drive Successful Marketing Plan/Tactic Implementation
- Illustrator, Indesign, & Photoshop – Intermediate and Advanced
- Interactive Pdf
- Creating Infographics
- Social Media Trends
- Video Storytelling/Digital Marketing



TRIP 2 THE ADVENTURE

Marketing/business development managers, directors, or principals who typically supervise marketing and/or business development staff have responsibility for strategic activities that drive firm growth. They participate in firm-wide strategic planning, develop and implement marketing and business development plans, and are responsible for training marketing staff. A seasoned conference attendee attending several conferences annually, including national conferences. These senior-level managers, directors, and principals make up roughly 35% of the chapter membership with more than 10 years experience. Like sherpas, these professionals have navigated the marketing journey and are helping others chart their course. Below is a list of potential topic ideas that might appeal to this attendee. The list is NOT intended to limit other relevant topics to this audience.

- eMarketing – Not Just One Tool or Tactic
- Data Research Tools
- Using Adobe Creative Cloud to Optimize Workflow
- Innovative Marketing Tactics for the AEC Industry
- Engaging with Clients Outside of Project Delivery
- Innovative Ideas That Go Beyond the AEC Industry
- B2C Trends Adapted for the AEC Industry
- Understanding Profit Generation in Service Provider Firms
- Analyzing Key Performance Indicators (KPIs) for Firms
- Marketing Integration with Corporate Operations
- Marketing's Role in Recruitment
- Building Next Generation Marketing Managers

SUBMISSION REQUIREMENTS

Proposals should be emailed to programs@smpsswrc.com by May 27, 2022 @ 11:59 PM MDT. A complete session submission includes:

- One Session Information Form
- One Speaker Information Form for each speaker proposed (PDF format only)
- One high resolution (2MB or larger) headshot (.jpg or .png format only) for each speaker proposed

The Program Application form begins on page 12.

Please email all components of your submission together in one email to programs@smpsswrc.com with “SWRC Speaker” in the subject line.

SPEAKER RESPONSIBILITIES

- Provide a high-quality, educational, and interactive presentation.
- Engage conference attendees through audience participation and discussion. Engagement includes group discussions, volunteer participation, small group breakouts, and takeaways. Audiences learn best when they feel connected to speakers, and our goal with these presentations is to provide experiential programming.
- Coordinate with SMPS SWRC Committee for special equipment needs.
- Not to solicit speaker's products/services to attendees before or during the session and ensure the session is not perceived as an infomercial. The purpose of your session is to educate.
- Selected speakers should provide ample time between their arrival to and departure from the conference to accommodate their respective presentation times. We encourage our speakers to use their free conference registration to attend other sessions and take advantage of multiple networking opportunities.
- Discuss expectations of additional panel speakers before the event. They have 15 minutes before and after their session to network before exiting the venue.
- Have a great time!

PRELIMINARY SCHEDULE

The proposed schedule outlines the conference's structure and flow day-to-day. The schedule is subject to change, and **requests for specific slots are not accepted.**

2023 ROAD TRIP



WEDNESDAY

Registration Open 7:30 AM

Pre-Conference Workshop* 8:00 AM - 12:00 PM

Lunch 12:00 PM - 1:00 PM

Pre-Conference Workshop* 1:00 PM - 5:00 PM

Pre-Conference Round Tables 2:00 PM - 5:00 PM

Dinner on the Town* 6:15 PM - 7:30 PM

THURSDAY

Registration 7:15 AM - 8:00 AM

Opening Keynote 1 8:00 AM - 9:30 AM

General Session 1 9:40 AM - 10:40 AM

General Session 2 10:50 AM - 11:50 AM

Lunch 12:00 PM - 1:00 PM

General Session 3 1:10 PM - 2:10 PM

General Session 4 2:20 PM - 3:20 PM

General Session 5 3:30 PM - 4:30 PM

Welcome Reception 5:00 PM - 6:16 PM

RecDinner: La Terraza 6:30 PM - 10:30 PM

FRIDAY

Opening Keynote 2 8:00 AM - 9:30 AM

General Session 6 9:40 AM - 10:40 AM

General Session 7 10:50 AM - 11:50 AM

Lunch 12:00 PM - 1:00 PM

Pre-Conference Workshop* Option 1 (4 Hours): Wednesday Morning; and
Pre-Conference Workshop* Option 2 (4 Hours): Wednesday Afternoon; or
Pre-Conference Workshop* Option 3 (8 Hours): Wednesday Full Day w/Lunch break

Keynote Option 1 (90 minutes): Thursday

Keynote Option 2 (90 Minutes): Friday

14 General Sessions (60 minutes): Thursday & Friday

*additional fees apply

PROGRAM APPLICATION FORM

SPEAKER INFORMATION

SUBMISSION REQUIREMENTS

All proposals are to be emailed to: programs@smpsswrc.com by **May 27, 2022 @ 11:59 pm** MDT. A complete submission includes:

1. The Session Information Form.
2. One Speaker Information Form for each speaker proposed (PDF format only).
3. One high resolution (2MB or larger) headshot (.jpg or .png format only) for each speaker proposed.
4. Please send all components of your submission together in one email to: programs@smpsswrc.com.

Speaker Name: _____ Suffix: _____
Company/Organization: _____ Title: _____
Street Address: _____ City, State, Zip: _____
Preferred Phone: _____ Email: _____
Twitter Handle: _____ LinkedIn: _____
Speaker Bio (100-150 words max): _____

Past Speaking Experience: _____

Link to a video of a previous presentation (if applicable): **Note: We reserve the right to request a video of a presentation to review your speaking style*

Speaking References (Name, Organization, Title, Phone, Email, Conference/Event):

1. _____
2. _____
3. _____

SMPS Membership Information

Member No. _____ SMPS Chapter _____
CPSM (yes/no) _____ Fellow (yes/no) _____
Signature Line _____ Date _____

Contact Programs Committee Chair with questions: Cynthia Remine, Cremine@reaveley.com

PROGRAM APPLICATION FORM

PRESENTATION INFORMATION

Proposed Track	Track 1: Cross Country	Track 2: Adventure
Name of Session		
Description		

How do you propose to provide attendees tools to help their firm's learn and grow?

Learning Objectives (provide at least 3)	1	4
	2	5
	3	6
Ideal audience:	Marketing	Business Development
Role in firm: Select all that apply	Coordinator/Assistant/Specialist	Principal
	Manager or Director	Other (specify)
Years of Experience	0-5	5-10
		10+
Format of presentation	Lecture	Panel
		Round-table
		Best Practices
		Other
Handout type	Electronic	Paper
		Other(specify)
Description of handout content		
Has session been presented before? (If yes, provide info)	Yes	Date:
	No	Conference:
		Date:
	Conference	
	Date:	
	Conference	
AV Requirements	Flipchart	Computer
	Other	Microphone: Handheld
	Markers	Screen
		Microphone: Lapel
Contact person Name, email, phone		