
20 Years 
MARCOM
ANNUAL CONFERENCE

Canada's *only* marketing and communications conference
developed *exclusively* for the non-profit and public sectors.

June 6-7, 2018 | Shaw Centre, Ottawa

Call for Speakers

Deadline: **December 22, 2017**

NOTE: MARCOM reserves the right to extend the deadline until
program is complete.

Visit: marcom.ca | [#MARCOMconf](https://twitter.com/MARCOMconf)

Produced by:



What is MARCOM Annual Conference?

The [MARCOM Annual Conference](#) is Canada's *only* marketing and communications conference developed *exclusively* for the nonprofit and public sectors. It's produced by the [Centre of Excellence for Public Sector Marketing \(CEPSM\)](#). CEPSM's mission is to advance the marketing and communications disciplines in the nonprofit and public sectors. The conference is just one of the many ways that we at CEPSM strive to move this mission forward. CEPSM's mantra has always been "**Strategy before Tactics**", and this serves as the overarching theme and focus for the content at MARCOM. Marketing is too often dismissed as a tactical function as opposed to the **strategic, research-driven, outcome-based, user-centric process** that it should be. We want to ensure that MARCOM provides attendees with examples of these concepts in practice, while ensuring that the content also reflects the rapid innovation and disruption that is happening in the marketing and communications fields.

What Kind of Speakers are we Looking For?

MARCOM seeks **passionate** marketing and communications professionals with **exceptional delivery skills and relevant experience with the public and not-for-profit sectors**. MARCOM is a chance for others to learn from your experience – to find out what works and what doesn't. If you have innovative ideas and best practices and stories you'd like to share, this is your opportunity. Above all, we are looking for actionable education; concrete strategy, tools and techniques for planning and delivering the next generation of marketing. Case studies are a great way to showcase best practices. Reviewing what you did is important, but how to replicate and evolve the marketing process is our goal and what you should focus on for learning outcomes.

To make a submission for a speaking role, please complete the **Speaker Proposal Abstract** below (in Microsoft Word format) and submit it via email to Claire Mills at clairemills@cepsm.ca. If you have questions or want to chat about an idea, please call 613-702-0067.

Key Tips:

1. Ensure that your presentation suggestion includes actionable take-aways

Please note that the content of all presentations should focus on the **HOW** and **WHY** and **not just on WHAT was done**. The background information is important, but not as important as how it relates to the audience and *how they'll adapt the advice, tips and tools to move things forward in their own environments*.

2. Know your audience and ensure your content is at the right level

MARCOM strives to keep content, new, fresh and directed at the right level. We want to appeal to and inspire our audience, many of whom have 15+ years of experience. Our sessions are meant to be provocative and take people to a new level of understanding, but put in relatable terms.

Session Format Options:

You may apply for one or more of the following options:

1. ½-day workshop on June 6
2. 1-hour concurrent session on June 7
3. Roundtable on June 7

Subject Areas of Interest to the MARCOM Community:

- Strategic Marketing Planning
- Digital / Emerging Trends in Marketing
- Campaign Case Studies – from strategy to execution to evaluation to lessons learned
- Research online and offline – low cost methods
- Branding and Positioning
- Social Marketing for Attitude and Behaviour Change
- Media Trends
- Marketing to Diverse Populations / to Moms / to Decision-Makers / to Seniors / to Millennials / to GenZ
- Marketing on a tight budget (money, resources, etc)
- Leveraging Social Channels: Facebook, Twitter, LinkedIn, Snapchat, Instagram
- Email Marketing best practices
- Writing for the Web (website, blogs, social channels)
- Visual Storytelling
- Agile Content Marketing
- Creative Brief / Digital Brief
- Media Mix: Owned, Earned, Paid, Shared
- Website Optimization
- SEO / SEM
- Inbound Marketing
- Crisis Communications
- Performance Measurement and Evaluation
- Developing Dashboards and Key Performance Indicators (KPIs)
- Google Analytics / other analytics and reporting
- Online Tools (Free / Paid)
- Internal Marketing and Communications
- Revenue Development

We are open to your ideas, so feel free to call and chat or send us a proposal.

Thank you in advance!

Speaking Requirements (format follows this section):

1. **Absolutely No Self-Promotion:** All speakers must present their information in an educational fashion, **with no reference to commercial endeavours or self-promotion**. Marketing industry suppliers are encouraged to present in case study format, and have a client representative present to share in the delivery. Feel free to call and discuss your ideas prior to inviting clients. We are flexible depending upon the content and perceived value to the intended audience.
2. **Session Length:**
Sessions are 60 minutes in length, **including** Q&A. You **are expected to use the full amount of time allocated and give full value to the audience**. It should be pre-planned that your session is interactive and that you leave time to address delegate questions either during your presentation or within the last 10-15 minutes. **You must end on time** with help from your assigned room monitor.
Roundtables are currently estimated at 75 minutes (schedule to be determined)
1/2 Day Workshops are 3 hours from 9:00 a.m. to Noon or from 1:00 p.m. to 4:00 p.m.
3. **Session Title, Description matching Delivery:** Your title, as promoted and advertised must NOT change. Should you need to for any reason, MARCOM must be notified well in advance. Please ensure that the write up for your session matches what you actually deliver. This is critically important. **Plan on at least 3 important take-aways** and be sure you nail these points clearly during your presentation. Your audience wants to receive what's been promised. Please use MARCOM management as a sounding board as you prepare.
4. **Format and Delivery of Presentation:** Speakers are expected to present in innovative ways using their choice of Slideware. Presentations are expected to make use of multimedia techniques where appropriate and be inspiring to the MARCOM audience. Please remember that your visuals are intended to reinforce and support your message. You and the quality of your delivery are the focus. Slide copy should be kept to a minimum to ensure that delegates are listening to you and not reading ahead. Our aim is to enhance the MARCOM experience and everything you do as a speaker can positively or negatively impact each attendee.
5. **Electronic Presentations:** These will be made available to attendees online. **Speakers MUST make their presentations available no later than 2 weeks prior to MARCOM Annual Conference: by May 15, 2017** and in doing so, they approve distribution to all attendees. We may need to pre-load your session if there is a quick turnaround, so please check ahead about this. We understand if you have to make the odd adjustment leading up to MARCOM, but you then must update us with the final version to post. If you are accepted as a speaker, release of your presentation is understood as part of your commitment to providing good value to our constituents.
6. **Speaker Attendance: Speakers receive a complimentary registration for the day they present.** This includes access to all sessions, meals, breaks and networking. Please reserve the full day.
7. **Travel and Living:** Through this process it is the responsibility of speakers to provide for their own travel and accommodation unless otherwise agreed in advance with MARCOM management.

MARCOM Annual Conference Speaker Proposal

Thank you for your interest in becoming a speaker at MARCOM Annual Conference 2018.
Please carefully complete the following proposal – **all information must be included:**

Submitter details:	Name: Email: Phone:
By completing this proposal you understand and agree that:	You (the proposed speaker) have read the requirements and commitment as outlined in these 5 pages and agree to abide by the parameters presented if selected.
Format: (what format(s) of session are you applying for?) Replace box with an X	<input type="checkbox"/> ½- day workshop on June 6 – 9:00 – 12:00 (3 hours) <input type="checkbox"/> ½- day workshop on June 6 – 1:00 – 4:00 (3 hours) <input type="checkbox"/> Concurrent Session on June 7 (60 minutes incl. Q&A) <input type="checkbox"/> Peer-2-Peer Roundtable on June 7 (currently 75 minutes)
Presentation Title:	
Availability:	
Level (Novice, Intermediate or Advanced):	Choose 1 only:
Intended Audience(s): (Municipal, Provincial, Federal Government, Crown, Associations, Non-Profit Organizations, Charities, Institutions)	Be sure that your content addresses your intended audiences.
Presenter(s) – Primary / Sole: Name Title Organization Address Work Phone/Mobile Email	
Co-Presenter / Client: Name Title Organization Address Phone/Mobile Email	

Session Abstract: <i>Briefly describe your proposed session in 100 words or less from the perspective of the benefits to the attendee.</i>
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<p>Attendee Take-aways: <i>List the learning benefits of attending this session (what attendees will walk away with) in 3 concise, compelling bullets.</i></p>	<ul style="list-style-type: none"> ▪ <i>State benefit</i> ▪ <i>State benefit</i> ▪ <i>State benefit</i>
<p>Provided by MARCOM:</p>	<p>Wide screen (16:10 resolution); projector; lapel mic, podium mic</p>
<p>Is Internet required?</p>	
<p>Laptop: PC required or bring own PC or Mac?</p>	<p>No netbooks / tablets permitted</p>
<p>Session Delivery Method: <i>(what slideware will you use?)</i></p>	
<p>Other Special Requirements:</p>	
<p>Attendee Participation: <i>Describe how you will involve the participants.</i></p>	
<p>Presenter Headshot(s): Please provide a square format</p>	<p>All presenters / co-presenters must provide a high-res colour JPEG photo (minimum 300 dpi) for promotion online and in print. We will crop as required – head and shoulders will be the focus – square</p>
<p>Presenter Biographies: <i>Provide a 50- to 100-word biography. This is required for all presenters and will be posted online.</i></p>	<p>We require Word format / raw text no formatting to be able to incorporate into online / print formats – PDF and links to bios will not be accepted.</p>
<p>References: <i>Provide up to 2 references (for all speakers) who can attest to the quality of the proposed speakers. Ensure that there is a name, title, company, Email, and phone number.</i></p>	

Thank you kindly for your submission. **MARCOM will only be contacting accepted speakers.** Any questions, please call Claire Mills 613-702-0067. Thank you.