



## CALL FOR SPEAKERS

**We are seeking proposals for our 2012 annual conference!**  
*Beyond the Buzz: Solutions with Staying Power*

### **Proposal deadline: Monday, January 23, 2012**

- Annual Conference, Thursday, May 17, 2012, Minneapolis Marriott Southwest, Minnetonka, MN

### **Number of speakers**

We will select approximately 3 key note speakers (for approx. 1 hour presentations) and approximately 9 breakout speakers (for approx. 1 hour presentations) for this conference.

### **Conference curriculum framework**

Please define your presentation using one of the following tracks:

- **Multiplying Marketing Results (ROI)**  
ROI (return on investment), including tools to measure this, focusing heavily on social media and digital marketing. Track focus might include how to pull together various parts of a campaign to develop a larger picture of your ROI from time spent on leads or campaign ideas, to execution and finally determining your results. How to measure if your call to action was or is efficient versus what your results are. If applicable, a presentation might touch on the basics of what to measure when putting together your results to determine your ROI. We do see this track being analytical and focused on how your process has grown your marketing results.
- **Redefining the Customer Experience**  
Innovation - What creative ways have you touched and/or engaged your target audience that made a positive impact from what you have done in the past? This would include all areas of marketing such as word of mouth, signage, social & digital media, brand awareness, engaging the audience, how have you reached your target audience, and communication (mobile, e-mail, print, TV, radio etc.). Given the current difficult market conditions, how have the behaviors of your target audience changed, and what have you done to re-create the customer experience? How you deal with this customer experience can be the basis of your company's success or failure.
- **Using Insight to Grow Brand Affinity**  
Emotional Connection - What strategies are used to develop an understanding of consumer behavior related to brand affinity, especially focused on social media and other data captured from internet/website behaviors? How to determine what your customer wants and create a campaign surrounding that based on your research.

## Sessions focus

The goal of the presentations is to deliver "hot topic" and cutting-edge information. Sessions may focus on a variety of topics in one of the following areas:

- Social Media
- Research & Analytics
- Integrating Old With New
- New Marketing Climate
- Managing It All
- ROI Measures
- Fast Breaking Topics
- Emerging Issues and Theories

## Proposal format

Please prepare a proposal document that includes **all** the items below. Your proposal **must not exceed three pages and must be typed (12 font)**.

**A. Conference curriculum framework (refer to list on the previous page):** Indicate the specific focus area your proposal addresses.

**B. Your Name, Title, Organization, Street Address, City, State, Zip, Office Phone, Cell Phone, Email, Fax**

**C. Co-Presenters:** List any co-presenters (following the format above).

**D. Presentation Title:** Please limit to 10 words. Do not use all capitals, any abbreviations, acronyms or trademarks.

**E. Description:** Write a 150 -200 word session description. This description must effectively capture the essence of your presentation. Be as specific as possible. This description may be edited by MN AMA.

**F. Learning Outcomes:** Write three learning outcomes. What valuable knowledge, skills, or tools will the participants receive from the session? Begin with this preface: "By the end of this session, the participant will be able to...", then list the 3 outcomes. The learning outcomes must be stated in behavioral terms beginning with a descriptive action verb. Typical verbs used in writing learning outcomes include: define, describe, identify, label, list, name, state, discuss, explain, give examples, identify, apply, change, demonstrate, prepare, relate, select, analyze, compare, differentiate, sort, categorize, evaluate, justify, revise, score, summarize, etc.

**G. Presentation Outline:** Include a content outline of your presentation. Be brief, but include sufficient information in the outline for evaluation of content.

**H. Methodology:** Explain how you will conduct the presentation and equipment you may need. You are challenged to be informative, creative and interactive.

**I. Biography:** Include a one-paragraph (max. 200 words) biography of each presenter. It should include the name and nature of his/her organization, role and function, educational background, current/previous employment (as applicable), professional certifications and any publications written.

**J. Speaking Experience:** You must have previously made a presentation to a moderate to large-size group. List the following:

- Name of conference or group to which you have made a presentation
- Presentation Title
- Date and location of presentation
- Person who has agreed to be contacted as a potential reference about this particular presentation. Please include their name, title, organization, telephone number and email address.

**K. Fees:** Indicate any speaker fees and expense reimbursement requirements.

**L. Social Media Information:** Include your Twitter profile, blog address and/or website if applicable (to be publicized). Also, if you have a book you will be promoting, please indicate whether or not you'd like copies of this available for sale and for an optional book signing.

**M. Photo:** Please provide us with a picture of yourself (300 DPI digital picture, 2400 pixels width x 3000 pixels height), to be used in promotional materials.

**N. PR Opportunities:** Please indicate if you are interested in guest blogging on the MN AMA blog prior to the conference, and if you are available to participate in PR events in association with the conference promotion.

## Review criteria

The MN AMA Annual Conference Committee will review all applications and use the following criteria in the selection process:

1. **Relevance to MN AMA members** — The application directly addresses issues of pressing importance to the marketing professional.
2. **Clarity of abstract and content outline** — The abstract specifically describes the learning objectives, content, delivery of the presentation, and outcome.
3. **Checklists, tools, exercises and "takeaways"** — Tools are provided to participants to either assess current situations or assist them in improvement. These items apply to the marketing profession, or to the advancement of one's personal skills.
4. **Innovation** — New and innovative practices are provided to participants, based on practice or pertinent research in the field.
5. **Hot topic in marketing** — The topic is either emerging or is a priority for people in the field.
6. **Educational method** — The method of delivery is interactive and appropriate for the content presented.

7. **Advanced material** — The review committee will select approximately 90 percent proposals that indicate intermediate to advanced-level content and 10 percent beginner-level content.
8. **"Covert" sales pitches** — Evidence of product/service promotion disqualifies the application. Historical evaluation data on each speaker is also reviewed. Speakers with previous negative evaluation data indicating a perception that products/services were pitched inappropriately will also be disqualified.
9. **Method of delivery** — The presentation delivery must be defined. Sessions that are appropriately more interactive will have priority over lecture/discussion programming.

## **Maximize your acceptance chances**

- Avoid over-reliance on theory. Attendees (and the review committee) look for practical information they can use right away when they get back to their office.
- Develop interactive presentations. Show how you will get your audience actively involved, rather than have your audience hear you read your slides.

## **Frequently Asked Questions**

### **How many applications can I submit?**

The Call for Speakers is a competitive process. Each presenter or organization is limited to two applications on different topics.

### **Will applications be accepted through the U.S. mail or fax?**

No. We will only accept proposals electronically through email.

### **When should I expect to hear if I've been accepted?**

The MN AMA Annual Conference Committee will select presentations and notify applicants of their acceptance in February. Due to the volume of applications, we ask applicants to please not contact MN AMA to investigate the status of their proposals.

### **Can I promote products or services in my presentation?**

No. Presenters are not allowed to promote their own products and services in education sessions. Non-vendors may discuss the use of a product or service within the context of a case study presentation only. Resource lists for participants must include multiple resources and not focus only on one product. Vendors are encouraged to use alternate methods of promotion, such as exhibits, sponsorship, advertising and/or hospitality suites.

<p><b>Submit your proposal to <a href="mailto:sjensen@harringtoncompany.com">sjensen@harringtoncompany.com</a></b></p>
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