



smps
Pacific
Regional Conference

★ GOING FOR GOLD ★ CALL FOR SPEAKERS





Dear Prospective PRC Speakers –

We are thrilled to invite you to be part of the **2026 SMPS Pacific Regional Conference (PRC) in Seattle, Washington**—a premier event bringing together hundreds of marketing and business development professionals from the architecture, engineering, and construction (A/E/C) industry across the Western United States.

This year's conference theme is **"Going for Gold – Achieving Excellence in A/E/C."** Inspired by the 2026 Winter Olympics, Paralympics, FIFA World Cup (with Seattle as a host city), and our own hometown sports clubs, the theme celebrates professionals performing at the top of their game. Just like elite athletes, A/E/C marketers must demonstrate grit, determination, and teamwork. They experiment with new techniques, stay ahead of evolving technologies, and learn from setbacks with grace and resilience.

We hope this theme encourages our attendees to strive for gold while staying true to their values—and we'd love for you to help us bring this message to life.

As a conference speaker, you will have the opportunity to:

- Share insights and lessons learned from your professional journey
- Engage with approximately 500 attendees, including decision-makers, marketers, and business development professionals from across the region
- Shape the conversation around the future of marketing in the A/E/C industry
- Contribute to programming that challenges, inspires, and supports attendees as they aim for personal and professional excellence

We welcome your unique perspective and invite you to help us fine-tune our theme and programming to reflect what matters most in our industry right now. Whether you're proposing a session, leading a workshop, or facilitating a panel, your voice can make a powerful impact. Please don't hesitate to reach out with your ideas or questions—we're here to support you throughout the process.

Thank you again. We couldn't do this without passionate, knowledgeable speakers like you. Let's make PRC 2026 unforgettable—together.

With gratitude,

Your PRC 2026 Conference Chairs:

Heidi Maki

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Jessica Congdon

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Erin Hatch

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WELCOME

What is SMPS?

The Society for Marketing Professional Services (SMPS) is made up of over 7,000 marketing, communications, and business development professionals in the architecture, engineering, and construction (A/E/C) industries in the United States and Canada. SMPS aims to help members grow their businesses through marketing expertise, education, and networking. We believe in **Business Transformed Through Marketing Leadership**. In fact, today's most dynamic and successful A/E/C firms have realized the important balance between sellers and doers, between marketing and business development, and have used this important distinction to their advantage.

What is PRC?

The SMPS PRC is an annual event hosted by the 12 SMPS chapters that comprise the Pacific Region: **Alaska, Hawaii, Idaho, Inland Empire, Las Vegas, Los Angeles, Orange County, Oregon, Sacramento, San Diego, San Francisco, and Seattle**. PRC was created to provide increased value to SMPS members through an annual, elite experience for professional development and networking in the Pacific Region. The event is attended by 500 professional marketers and business leaders from A/E/C industries and is promoted nationally. From breakout session lectures to workshops, keynote speakers and special events—Conference attendees are offered a variety of opportunities to learn best practices in marketing, communications, business development, and leadership from industry practitioners and discipline experts.

PRC 2026 is "Going for Gold"

PRC is organized for each member chapter to have an equal opportunity to both host the conference, through a rotation process, and collaborate with other chapters to plan the conference. The SMPS Seattle chapter is excited to be the host for PRC 2026! SMPS Seattle is one of the oldest and largest SMPS chapters. Its network comprises more than 300 members.

Exposure
to over

500

industry
influencers



SESSIONS



We are seeking working professionals in A/E/C industries and subject matter experts from other industries to lead presentations at PRC. Speaking sessions will be organized into the following three educational tracks:

1. Leadership & Management
2. Marketing & Communications
3. Business Development

Within each track, sessions integrate skill sets, lessons learned, and implementation strategies that inform personal professional development and also expand on the SMPS Domains of Practice in marketing professional services. Topics shall focus on the latest thinking and methodologies in each track and appeal to varied levels of professional experience.

Please note: In addition to our breakout sessions, we're inviting speakers to lead immersive, four-hour workshops that deliver meaningful educational value. These workshops will have a separate registration to attract participants who are eager to dive deeper into the content. If selected, speakers will be encouraged to work in a parallel path to promote your session and energize your own networks—helping bring the right audience to your workshop.

15-18

75-MINUTE SESSIONS

Each includes 15 minutes
for audience Q&A

2-3

FOUR-HOUR WORKSHOPS

Offered Wednesday A.M.
via Separate Registration



SESSION FORMATS



75-MINUTE BREAKOUT SESSIONS

Breakout sessions connect attendees with peers and industry leaders in a setting designed for impactful learning. We encourage speakers to incorporate interactive elements in any of the session formats—hands-on exercises, live polls, or small-group discussions—to keep audiences actively engaged.

LECTURE

Lectures provide attendees with perspectives on a variety of issues that inform the A/E/C industry. They can highlight best practices, case studies, and lessons learned. Use clear, concrete examples from leading organizations to illustrate how successful initiatives take shape.

PANEL DISCUSSION

Present multiple perspectives on one topic, followed by an in-depth Q&A that gives participants direct access to experts. Limit panels to one moderator and up to three panelists.

LEARNING LAB

Lead participants through activities they can immediately apply in their day-to-day work through a hands-on breakout session. This allows attendees to learn by doing! Note any prerequisites or special equipment in your A/V request; advanced technology options are limited. Handouts or other educational materials are highly encouraged for this session format, and if printed, must be provided by the speaker(s) or may be uploaded to the conference app.

FOUR-HOUR WORKSHOPS

Workshops are long-format, hands-on learning experiences that use a combination of group discussion, exercises, demonstrations, and/or case studies. Presenters are encouraged to provide educational materials for attendees to utilize during and after the workshop. This year, these sessions are submitted through the Call for Speakers process. See more details at the end of this packet.

DOMAINS OF PRACTICE



The Domains of Practice form the foundation of SMPS's certification program. When marketers earn the Certified Professional Services Marketer (CPSM) designation, they position themselves as experts committed to the highest standards of professional excellence. As part of the CPSM program, SMPS has analyzed and confirmed the body of knowledge and skills most critical for competency in professional services marketing. These knowledge areas and skill sets are classified under six Domains of Practice for Professional Services Marketers. They are:

1. RESEARCH

Marketing research is executed to gather, record, and analyze data related to marketing a firm's services. The data can be used to identify and define marketing opportunities; generate, refine, and evaluate marketing actions; monitor marketing performance; and forecast trends.

2. PLANNING

The marketing plan serves as a map to define a firm's market prospects and key market characteristics. The plan should include marketing goals and strategies to ensure successful direction to the team, as well as information on how marketing budgets and efforts should be spent.

3. CLIENT AND BUSINESS DEVELOPMENT

Business development involves relationship building with current and prospective clients, often prior to a request for proposal. Through interaction with the client, development activities may include calls, visits, correspondence, social media, referrals, and trade shows.

4. PROPOSALS

Proposals are prepared in response to a specific solicitation where the project and scope of work are identified. Proposals can include general firm information, relevant projects, a technical project approach, and key staff résumés.

5. PROMOTIONAL ACTIVITY

This undertaking includes all forms of communications and inbound/outbound marketing. Some examples include advertising, direct mail, website, social media, brochures, presentations, special events, public relations, and press releases.

6. MANAGEMENT

Management involves coordinating the efforts of staff and/or consultants to accomplish marketing goals and objectives. Using available resources, management effectively plans, organizes, staffs, and directs projects of an organization or firm.

About Continuing Education Units (CEUs) at the Conference

Attendees of PRC who hold their CPSM designation are eligible for CEUs. One CEU is awarded for each contact hour of instruction. A contact hour is defined as one hour of interaction between a learner and an instructor. (Social/networking time cannot be included in the contact time.) CEUs must be self-reported and tracked as part of recertification in the CPSM program. Other learning units, such as those for AIA and other professional certifications, may also be obtained by attending the conference but must be self-reported by attendees.

TRACK ONE

LEADERSHIP & MANAGEMENT



Leadership & Management addresses the challenges and priorities relevant to firm owners and management through topics that identify potential opportunities for marketing professionals to add value and create greater impact within their firm. Domains of Practice that align with this track include:

Domain 2: Planning

The marketing plan serves as a map to define a firm's market prospects and key market characteristics. The plan should include marketing goals and strategies to ensure successful direction to the team, as well as information on how marketing budgets and efforts should be spent.

Domain 6: Management

Management involves coordinating the efforts of staff and/or consultants to accomplish marketing goals and objectives. Using available resources, management effectively plans, organizes, staffs, and directs projects of an organization or firm.

Questions for Track One Speakers to Consider

Where and how can the marketing professional lead to make a lasting impact? What barriers should be anticipated?

As teams grow from generalists to specialists, what should the team manager look for in hiring, onboarding, and mentoring new team members?

How can one balance being a visionary and a manager without micromanaging?

How does a personal brand tie into the business brand and build team loyalty?

How do you identify different personality traits and effectively manage them up and down the business structure?

What are some of the 'tough' conversations (e.g. performance issues, sell an idea internally, or ask for a promotion) marketing managers face and how do they lead them?

Topic Ideas for Track One

- Fine Print: How To Evaluate Professional Services Contracts (Such As Photographers Or Freelance Writers)
- New Leaders: Preparing For Day One
- From Chaos To Collaboration: Conflict Resolution For Leaders
- Thoughtful Retirement: Succession Planning And Implementation
- Destination C-Suite
- Attracting And Retaining Top Talent: Keys To Engagement
- Providing Effective Feedback: A Guide For Managers And Supervisors
- Personal Leadership: Building A Team Founded On Self-Awareness & Accountability
- Data-Driven Decision Making: Using Analytics To Make Informed Decisions, Anticipate Trends, And Personalize Campaigns
- Connection: Building A Strong Foundation For Inter-Departmental Relationships To Improve Collaboration

TRACK TWO

MARKETING & COMMUNICATIONS



Marketing & Communications focuses on the processes, procedures, tools, and resources relevant to roles and responsibilities of marketing teams, including strategic and integrated marketing and communications. These sessions also cover research (the foundation of any solid marketing plan), proposals, interviews, and promotional activity. Domains of Practice that align with this track include:

Domain 1: Research

Research is executed to gather, record, and analyze data related to marketing a firm's services. The data can be used to identify and define marketing opportunities; generate, refine, and evaluate marketing actions; monitor marketing performance; and forecast trends.

Domain 4: Proposals

Proposals are prepared in response to requests for qualifications as well as project-specific solicitations. Proposals can include firm information, staff qualifications and project experience, technical approach to scopes of work, a fee for professional services, and address contract terms and conditions.

Domain 5: Promotional Activity

This undertaking includes all forms of communications and inbound/outbound marketing. Examples include advertising, website, social media, trade show exhibits, direct mail, brochures, presentations, special events, public relations, and press releases.

Questions for Track Two Speakers to Consider

How do marketers integrate modern technologies while maintaining personal touch?

How have human behaviors influenced the approach to marketing services and what does the forecast look like as information fatigue continues?

How does one stand out and draw people in at special events and conference booths?

What is motivating teams today and how are we staying connected to our work?

How does a marketing department build a culture of marketing best practices to reach beyond the marketing team?

What are some ways to leverage proposal assets into thought-provoking campaigns that put your firm at the forefront?

How does one create a client appreciation experience that attracts, keeps, and continues the conversation?

Topic Ideas for Track Two

- Interviewing Skills: Getting Project Information From SMEs
- Party Of One: How To Manage Workload When You're A Department Of One
- Best Practices For Researching Your Competition
- Proposal Kick-Offs To Turn A Proposal Into A Compelling Client-Centered Response
- Turning Data Into Compelling Graphics
- How To Use AI To Create Graphics
- Developing And Tracking Successful Social Media Campaigns
- Utilizing AI Tools To Streamline Proposal Production
- Digital Asset Management Tool Selection And Implementation
- Showcasing Your Staff As Thought Leaders
- Creating Shelf Life For Content Beyond The SOQ Or Proposal

TRACK THREE

BUSINESS DEVELOPMENT



Business Development sessions are geared toward teaching industry professionals new techniques and sharing best practices for making meaningful connections and growing work for their firms. Domains of Practice that align with this track include:

Domain 1: Research

Research is executed to gather, record, and analyze data related to industry trends and market conditions. The data can be used to identify and forecast project opportunities; evaluate competition; and monitor program funding and budgets.

Domain 3: Client and Business Development

Business development involves relationship building with current and prospective clients, often prior to a request for proposal. Through interaction with the client, development activities may include calls, visits, correspondence, social media, referrals, and trade shows.

Questions for Track Three Speakers to Consider

What business development practices stand the test of time?

What unexpected partnerships have translated into new business opportunities?

What market shifts have influenced business development practices?

How are relationships built with clients based upon genuine interactions with business development objectives?

What does a client-centric business development plan look like?

Who is responsible for business development, and how do all the moving parts relate – including AI?

Topic Ideas for Track Three

- Dream Team: How To Go For Gold On Every Pursuit
- Becoming The Internal Information Hub That Drives BD Relationships And Results
- How To Go From Your Client's Team To Trusted Advisor
- Flip The Script: What Our SMEs Want From Their Marketing And Business Development Teams
- Getting Out There: Business Development For Introverts
- Understanding Economic Forecasts And Supply Chain Shifts
- Knowledge Transfer In BD Turnover
- Integrating The Business Development Team With Seller-Doers To Maximize The Benefits Of Internal Communication/Collaboration



CREATING A WINNING SUBMITTAL



SMPS encourages attendees to engage in a career-long learning process in which they are challenged, stimulated, and respected for their professional and personal experiences. SMPS believes that learning happens through interaction, not just the transfer of information. To uphold this philosophy, we are looking for speakers who possess the following key qualities:

RELEVANT TOPIC

Program content should be relevant to marketing professionals, in general, or, more specifically, to people working in the architecture, engineering, and construction industries. Topics should emphasize professional development to help people grow in their careers and to help companies plan for the future.

EFFECTIVE INTERPERSONAL SKILLS

The ability to read and react to an audience is a prerequisite for a good communicator. Effective presenters and moderators are most concerned with what the audience is learning.

COMPLIANCE

Include all required information as requested by the PRC Programs Committee (refer to the Submittal Checklist on the next page for verification).

COMMAND OF SUBJECT MATTER

Presenters are chosen based on expertise in a specific content area.

WILLINGNESS TO TEACH

While command of the subject matter is essential, it is not the sole qualifying factor. Presenters should be willing to provide concrete examples for the greatest learning experience. Personal stories that accentuate a point are encouraged.

EFFECTIVE LISTENING SKILLS

Good listeners use reflective listening techniques before responding to a question from the audience. This ensures the presenter or moderator understands what is being asked and acknowledges that the participants are being heard.

SOUND INSTRUCTIONAL METHODS

People learn more when they are actively involved. SMPS requests all presenters/instructors find ways to increase learner involvement.

WILLINGNESS TO IMPROVE

Presenters will receive feedback from participant evaluations, audience comments, and observation.

RESPECT FOR ALL ATTENDEES

Content should be inclusive and respectful of a diverse audience from varying skill levels and backgrounds.

SUBMITTAL CHECKLIST



Before starting your submission, gather the required information and assets.

1. Session Topic: A compelling title, in 10 words or less, that makes your session a "must-attend" program.

2. Format: Specify session format: Lecture, Panel Discussion, Learning Lab, or Workshop.

2A: State your preference for either theatre or roundtable room seating.

3. Workshop Option: If you submit for a workshop, and are not selected, would you like your presentation to be considered for a 75-Minute General Session? Yes/No

4. Track: Please indicate which track your program is most closely aligned with:*

- a. TRACK 1: LEADERSHIP & MANAGEMENT
- b. TRACK 2: MARKETING & COMMUNICATIONS
- c. TRACK 3: BUSINESS DEVELOPMENT

5. Abstract: In 500 characters or less, provide thesis of proposed educational program. This abstract will also serve as the description in the conference program and website. Make it specific and appealing.

5a. Value Proposition: In a few sentences, discuss the value propositions & audience relevancy.

6. Outline: Provide a presentation outline demonstrating key messages. Limit the outline to one 8-1/2" x 11" PDF, 11 pt font.

7. Learning Outcomes: Share 4 desired learning outcomes for attendees.

8. Supporting Media: Describe what type of supporting documents and media you will provide in your program (tech demos, guides, handouts, etc.)

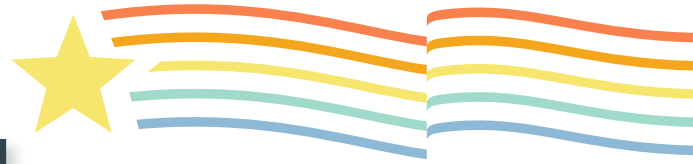
9. Previous Presentations: If this program has been presented previously, list the conference or event and describe how the program was received. For each presenter, please describe your past speaking experience.

10. REQUIRED - Video Link: Provide one video recording of each speaker from a prior presentation or proposed topic pitch. Provide the recording as a URL address to a YouTube or Vimeo video, conference, or personal website.



*The selection committee reserves the right to reassign the submission to another track, if deemed appropriate.

SPEAKER INFORMATION & A/V CONSENT



Each speaker is requested to provide the following identification information . (If your program has multiple presenters/panelists, please attach this information for each additional person.)

- **Presenter/Panelist Name**
- **Presenter/Panelist Title**
- **Company/Affiliation**
- **Contact Information: Provide a mailing address, email address, and cell phone number (mandatory).**
- **SMPS Membership Status: Indicate if you are an SMPS member and your chapter affiliation**
- **Presenter/Panelist Bio: Limit your bio to 500 characters. This will be used in the conference program.**
- **Photo: Submit a headshot (.JPG or .PNG) with your proposal.**

- **Consent to post all or a portion of your presentation to Guidebook - the conference program application (not a requirement for selection, but encouraged for attendee value)**
- **Understanding and consent to Conference Audio/Video Recording, described below:**

By applying to present at the PRC you acknowledge and permit SMPS PRC to photograph and/or record portions of your session for promotional purposes. The full speaker agreement can be made available prior to the submittal deadline upon request.

Please clearly indicate any other requirements or special accommodations you may need in your proposal.



EXCLUSIVE SPEAKER BENEFITS

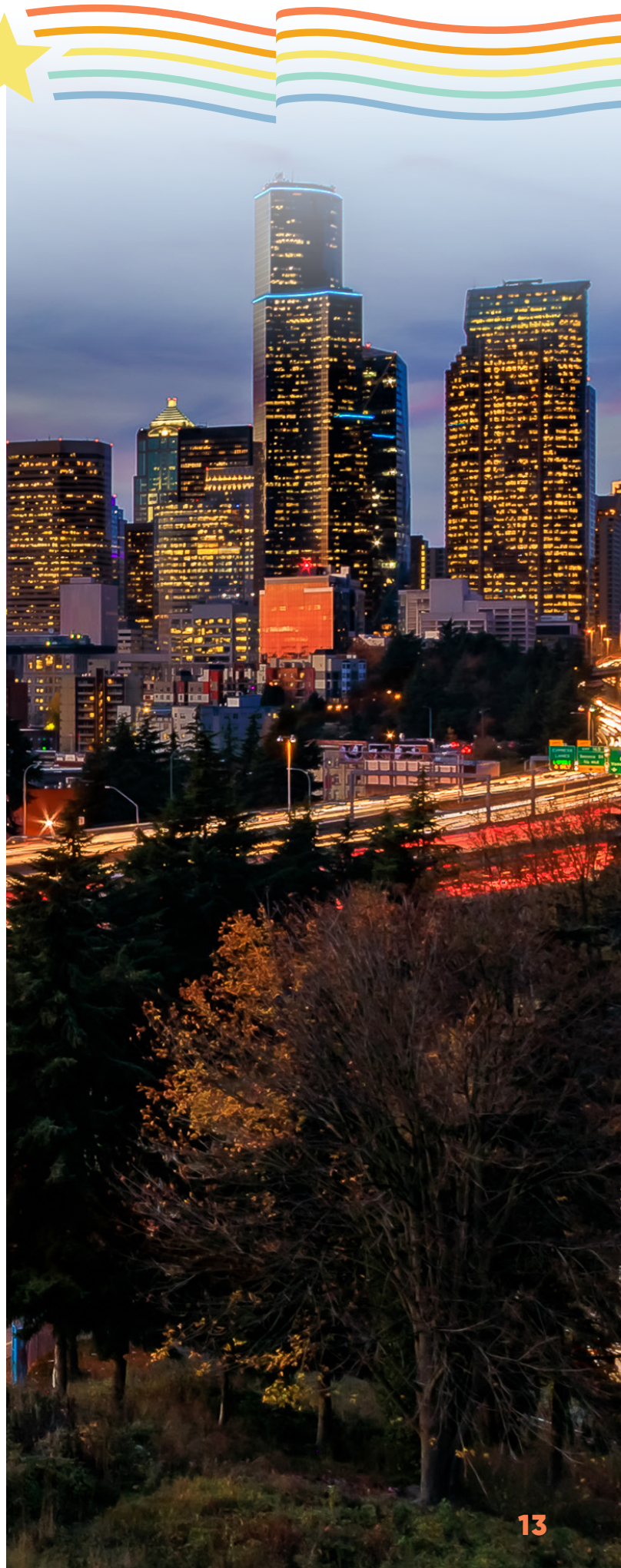


Each breakout or workshop session is granted the following benefits:

- One complementary, full conference registration (includes programmed meals)
- One stipend paid to one person:
 - Breakout Session: \$500 stipend
 - Workshop: \$1000 stipend and one complementary night at the hotel
- Networking opportunities with 500 attendees representing leaders in the A/E/C industry.
- An evaluation summary from conference participants offering growth, feedback, and recommendation.
- A proven experience to share for future speaking opportunities.

*Regardless of the number of speakers involved in a session, such as a panel discussion format where there is more than one speaker, only one (1) complimentary conference registration will be provided.

** Regardless of the number of speakers involved in a session, only one (1) stipend will be provided. The stipend payment will be issued to only one (1) named person and transmitted electronically by the PRC Treasurer within 72 hours after the conclusion of the conference.



TERMS & CONDITIONS

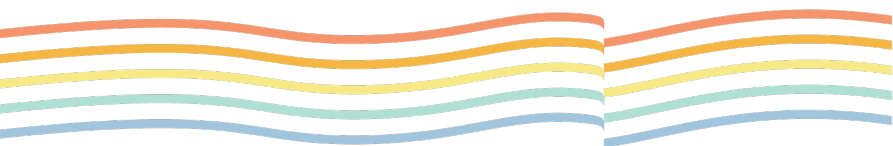


By submitting a proposal to the Call for Speakers, you agree to the following information:

- If for some reason you must cancel, we respectfully request that you give PRC a minimum of 30-days notification. This will allow us enough time to find another presenter to take your place.
- You will serve as the Primary Session Contact for PRC and must have a valid email, address, and phone number.
- Co-presenter(s) must all agree to the terms and conditions for participation. Refusal to agree to all the terms and conditions will result in any co-facilitator(s) being removed from the presentation. Please note that only one (1) complimentary conference registration and one (1) single \$500 stipend will be allotted for each speaking session, regardless of the presence of a co-presenter or multiple presenters.
- Benefits do not extend to presenter assistants, co-workers, or clients.
- All transportation and lodging expenses are the responsibility of the speaker(s). A hotel group discount rate will be provided on the SMPS PRC website and announced once event registration opens in September 2025: www.smps-prc.org.
- We will make your handouts available digitally for conference attendees via our conference app (Guidebook), but hard copies shall be furnished by the presenter(s), if needed.
- Each breakout session room will be equipped with A/V equipment including PC laptop, screen, projector, project remote, and lavalier microphone. **We require that each presenter or team provide their session slides to their designated PRC Programs Liaison by the due date outlined in your acceptance letter so that it may be pre-loaded to the laptop.** We cannot guarantee the ability to upload updated presentation materials after the deadline. Additional AV needs are not guaranteed to be accommodated and need to be discussed prior to acceptance.
- Presenters agree to be available to our Programs team to provide content to help promote your session before and during the conference.
- PRC reserves the right to revise titles in consultation with the presenter, reassign the identified topic area, or edit the program summary for promotional and program materials.

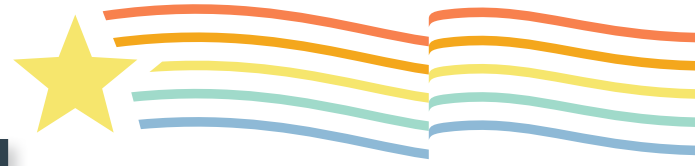
Please Note: Members of the Planning Committee for the PRC are not eligible to submit proposals or serve as speakers at the conference. This policy ensures a fair and impartial selection process for all applicants. Coworkers of Planning Committee members are eligible to submit but may not be judged by Planning Committee members from the same firm.

While we appreciate the support of our sponsors, speaker selection is based solely on expertise, relevance, and alignment with SMPS PRC goals. Sponsorship does not guarantee a speaking slot, as we strive to curate the most valuable and diverse discussions for our attendees.



SUBMITTAL INFORMATION

DUE: 7/8 & 7/15



SUBMITTAL DUE DATES: July 8th / July 15, 2025

July 8 - Workshop Proposals must be submitted no later than 11:59 pm Pacific Standard Time on July 8, 2025 via the PRC Speaker Proposals Submittal Form: [HERE](#). If your submission is not chosen for a workshop, you may choose to have your session considered for a breakout session. This option will be available on the application form.

July 15 - Breakout Proposals must be submitted no later than 11:59 pm Pacific Standard Time on July 15, 2025, via the PRC Speaker Proposals Submittal Form: [HERE](#).

All submissions **MUST** be submitted electronically using the online submittal form, including links to videos or other supporting material.

Proposals will not be considered after this date. Proposers will be notified of their selection status the week of August 18, 2025. Presenters will only be selected for one session at PRC .

Questions?

If you have questions during the preparation of your proposal, please submit them to the PRC Programs Committee at programs@sm-ps-prc.org up to one week prior to the submittal deadline. If there are any updates to the Call for Speakers, they will be posted on the SMPS PRC website (www.sm-ps-prc.org), and it is the responsibility of each presenter to check for any amendments.

GOOD LUCK & THANK YOU!





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