

# CALL FOR SPEAKERS

Hyatt Regency Irvine

March 15-17, 2027



Ignite // **smps**<sup>®</sup>  
Pacific  
Regional Conference

5 tracks

35 sessions

14.25 ceus

due July 10th >



# We'd Love for You to Be Part of PRC 2027

Dear Prospective Speaker,

We'd love for you to be part of the 2027 SMPS Pacific Regional Conference (PRC) in Irvine, California — an annual gathering of marketing and business development professionals from across the architecture, engineering, and construction (A/E/C) industry in the Western United States.

This year's theme is "Ignite: Lead with Confidence, Achieve with Impact." A/E/C marketers who are ready to ignite change don't wait for the right moment — they create it. They challenge the status quo, spark new ideas within their firms, and drive meaningful progress through their work. We want PRC 2027 to reflect that same energy — practical, ambitious, and grounded in the real work our industry does every day.

As a speaker, you'll have the opportunity to:

→ Share what you've learned – the wins, the pivots, and the hard-won insights

→ Engage with approximately 500 attendees, including marketers, business developers, and decision-makers from across the region.

→ Contribute to programming that helps people grow in their careers and lead more effectively in their organizations

→ Help shape what's next for marketing in the A/E/C industry

We welcome proposals across a range of formats and experience levels. Whether you're sharing a case study, leading a hands-on workshop, or facilitating a panel, your perspective matters. We're here to support you throughout the process so don't hesitate to reach out with questions or ideas. Thank you for considering this opportunity. We look forward to building something worth attending, together.

*With appreciation,*

Keelin Cox

Kelly Teenor

Laurie Anthony



# What is SMPS?

The Society for Marketing Professional Services (SMPS) is a national organization made up of over 7,000 marketing, communications, and business development professionals, in the architecture, engineering, and construction (A/E/C) industries. 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 Pacific Regional Conference (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 450+ professional marketers and business leaders from A/E/C industries and is promoted nationally with exposure to over 7,000 SMPS members. 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 disciplinary experts.



# PRC 2027: Ignite

The SMPS Orange County chapter is proud to host PRC 2027 in Irvine, California under the theme "Ignite: Lead with Confidence, Achieve with Impact." The goal is straightforward: help marketing professionals sharpen their skills, expand their influence, and bring stronger leadership back to their organizations. We hope you'll be part of it.





# Domains of Practice

The Domains of Practice form the foundation of the SMPS Certified Professional Services Marketer (CPSM) program — a designation that signals expertise and commitment to professional excellence in A/E/C marketing.

When marketers earn the 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, web site, 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.



# Who Attends PRC

Understanding your audience is the first step to designing a session that lands. Here's a look at who shows up to PRC — based on data from the most recent conferences.

## Experience Levels

PRC draws professionals across all career stages, with the largest share in the mid-career range. The breakdown should help guide the level of depth your sessions go into.

~20% of Attendees

### Early Career

**1-3 years**

Eager to learn foundational skills; benefit most from practical, applied content.

~50% of Attendees

### Mid-Career

**4-15 years**

The core PRC audience: professionals who have the basics down and are looking to grow, lead, and push their firms forward.

~30% of Attendees

### Experienced

**16+ years**

Come looking for peer-level conversation, emerging thinking, and leadership-oriented content.

**What this means for speakers:** the room will hold a meaningful mix of career stages. The strongest sessions are designed to offer genuine value to someone with five years of experience and someone with twenty — whether through layered content, open discussion, or practical frameworks that scale.



# 35 Breakout Sessions · 75 Minutes Each

Sessions run 75 minutes, with 60 minutes of presentation and 15 minutes reserved for Q&A. Each room is equipped with a PC laptop, screen, projector, remote, and lavalier microphone.

We're seeking working professionals from the A/E/C industry, as well as subject matter experts from adjacent fields, to lead sessions at PRC 2027. Educational programming is organized into five tracks:

TRACK 1

**Research & Strategy**

TRACK 2

**Proposals & Marketing**

TRACK 3

**Business Development**

TRACK 4

**Leadership & Management**

TRACK 5

**Technology**

Sessions should reflect forward-thinking, practical application, and relevance across varying levels of professional experience. They should connect to the SMPS Domains of Practice and support attendees in developing skills they can apply in their organizations.

*Note: Keynote and workshop speakers are selected through a separate process by the PRC Planning Committee.*



## Lecture

A focused presentation sharing best practices, a case study, or lessons learned. May include small group discussion or interactive elements.



## Panel Discussion

Multiple speakers offering different viewpoints on a single topic, followed by extended Q&A. Limited to one moderator and up to three panelists.



## Interactive Session

A hands-on experience combining discussion, exercises, demonstrations, and case studies. Provide materials attendees can use during and after.



## Tech Demo

**NEW FOR 2027**

Held in a dedicated room where participants follow along on their own devices. Ideal for practical walkthroughs of tools, platforms, or workflows.



# Research and Strategy

This track covers the analytical and strategic foundations of effective A/E/C marketing. Sessions explore how marketers gather and interpret data, identify market opportunities, and build plans that guide their firms forward.

## Aligned Domains of Practice

Domain 1

### Research

Gathering and analyzing data to identify opportunities, evaluate marketing actions, and inform strategy.

Domain 2

### Planning

Defining market prospects and key characteristics, setting goals and strategies, and guiding how budgets and effort are allocated.

## Questions for Speakers to Consider

- How do you turn market data into a strategy your firm will actually use?
- What research methods are most effective for understanding client needs in the A/E/C space?
- How do you build a business case for strategic planning when your firm is in reactive mode?
- What does a meaningful competitive analysis look like for professional services firms?
- How are firms using data to anticipate market shifts rather than respond to them?
- How can a content development effort translate into market positioning and impact market/firm direction?
- How do you turn research information into strategy?

## Topic Ideas

- From Market Intelligence to Market Positioning: Turning research into sharper niche decisions and pursuit priorities
- The Next Buyer Journey in A/E/C: Adapting strategy as client expectations and procurement behavior evolve
- Winning with Advisory Thinking: Helping firms identify client problems before the RFP exists
- Strategy for a Fragmented Market: Building segment-specific positioning without diluting your brand
- Using AI for Research Synthesis: Distilling competitive intelligence and pursuit data into better decisions
- Go/No-Go Decisions: Building a process that works for your firm
- Understanding Your Clients: Research methods that deliver real insight



# Proposals and Marketing

This track focuses on the processes, tools, and best practices that drive effective marketing — from integrated pre-positioning campaigns to proposal development to promotional activity. Sessions explore how marketing teams can work smarter, communicate more clearly, and build practices that extend their influence beyond the marketing department.

## Aligned Domains of Practice

Domain 1

### Research

Gathering and analyzing data to identify opportunities, evaluate marketing actions, and inform strategy.

Domain 4

### Proposals

Preparing compelling, client-centered responses to RFQs and project-specific solicitations.

Domain 5

### Promotional Activity

All forms of inbound and outbound marketing communications — website, social media, events, advertising, PR, and beyond.

## Questions for Speakers to Consider

- How do you integrate emerging technologies while keeping the human element intact?
- How has information overload changed the way we market professional services — and where is it heading?
- What does it take to stand out at events and conference booths in a crowded landscape?
- How are marketing teams staying motivated and connected to meaningful work?
- How do you build a culture of marketing best practices that extends beyond the marketing team?
- How can proposal assets be leveraged into thought-provoking campaigns that establish your firm as a leader?
- What does a truly client-centered event experience look like — one that attracts, retains, and continues the conversation?

## Topic Ideas

- The Proposal as a Brand Experience: Aligning pursuit materials so they feel like one coherent client conversation
- Story-Driven Pursuits: Using project narratives, visuals, and proof points to make technical qualifications more memorable
- Personalization at Scale: Tailoring messaging to client priorities without reinventing every response
- AI in Proposal Workflows: Where it helps, where it hurts, and how to protect voice and accuracy
- Interviewing Skills: Getting Project Information from SMEs
- Party of One: Managing Workload as a Department of One
- Tapping Awards Programs for Marketing Value
- Developing and Tracking Successful Social Media Campaigns



# Business Development

Sessions in this track are geared toward business developers looking to sharpen their skills, share best practices, and build the kinds of relationships that drive meaningful growth for their firms.

## Aligned Domains of Practice

Domain 1

### Research

Gathering and analyzing data to identify opportunities, evaluate marketing actions, and inform strategy.

Domain 3

### Client and Business Development

Building relationships with current and prospective clients through calls, visits, correspondence, social media, referrals, and events — often well before an RFP is issued.

## Questions for Speakers to Consider

- What business development practices have proven to stand the test of time?
- What unexpected partnerships have translated into new business opportunities?
- How have market shifts influenced the way you approach business development?
- How do you build genuine client relationships while still maintaining clear business objectives?
- What does a client-centric business development plan actually look like in practice?
- Who owns business development — and how do all the moving parts work together, including AI?

## Topic Ideas

- How to Build a Volunteer Network that Feeds off the Reciprocity Principles
- Becoming the Internal Information Hub That Drives BD Results
- Flip the Script: What Our Technical Staff Want from Their Marketing and BD Teams
- The Rise of Client Experience as BD Strategy: How account management and post-award engagement are becoming growth levers
- From Relationship Selling to Insight Selling: Using research and advisory thinking to create earlier, more valuable client conversations
- Measuring BD: What Actually Matters: Moving beyond activity metrics to pipeline quality, win rate, and relationship depth



# Leadership and Management

This track addresses the challenges and priorities relevant to firm leaders and marketing managers — exploring how marketing professionals can lead, grow, and retain talent with intention, and create lasting impact within their organizations.

## Aligned Domains of Practice

Domain 2

### Planning

Defining market prospects and characteristics, setting marketing goals and strategies, and guiding how budgets and effort are allocated.

Domain 6

### Management

Coordinating staff and resources to meet marketing goals: planning, organizing, staffing, and directing work effectively.

## Questions for Speakers to Consider

- Where can marketing professionals lead to make a lasting impact — and what barriers should they anticipate?
- As teams evolve from generalists to specialists, what should managers look for when hiring, onboarding, and mentoring?
- How do you balance being a visionary with being an effective day-to-day manager?
- How does your personal brand connect to the firm's brand — and how does that build team loyalty?
- How do you identify different personality styles and manage effectively across levels?
- What are the 'tough' conversations marketing managers face, and how do you lead them well?
- What does your succession plan look like?
- How do you inspire marginally engaged teammates to show up and realize their full potential?

## Topic Ideas

- Cross-Functional Leadership in A/E/C: How marketing, BD, operations, and technical staff can align around revenue and client growth
- Managing for Agility: Structuring teams and workflows to support faster go-to-market response without sacrificing quality
- AI Governance for A/E/C Leaders: Setting standards for ethical use, quality control, and accountability as AI embeds in everyday work
- New Leaders: Preparing for Day One
- From Chaos to Collaboration: Conflict Resolution for Leaders
- Destination C-Suite: Mapping Your Path to the Leadership Table
- Providing Effective Feedback: A Guide for Managers and Supervisors



# Technology

This track is designed for practitioners who want to go deeper on the tools, platforms, and systems shaping modern A/E/C marketing. Sessions focus on practical implementation — what's worth adopting, how to integrate it, and how to make technology work for your team rather than the other way around.

*New for 2027: Technology Demonstration sessions will be held in a dedicated room where participants can follow along on their own devices. Ideal for walkthroughs of tools, platforms, or live workflows.*

## Aligned Domains of Practice

Domains will be determined based on speaker submissions.

## Questions for Speakers to Consider

- What tools are actually delivering results in A/E/C marketing workflows — and which ones are overhyped?
- How do you build a technology stack that supports collaboration between marketing, BD, and operations?
- What does good data hygiene look like, and why does it matter so much for everything downstream?
- How do you help teams adopt new tools without burning out or creating more work?
- Where does AI genuinely help in day-to-day marketing — and where should humans stay in control?
- What improvements to Adobe are worth learning for A/E/C marketers?

## Topic Ideas

- The Modern A/E/C MarTech Stack: What tools are actually worth integrating across CRM, content, proposal, and analytics workflows
- Technology That Improves Collaboration: Using platforms to connect marketing, BD, and operations more effectively
- Data Foundations for Smarter Marketing: Cleaning up firm data so technology can support targeting, reporting, and pursuit quality
- AI as a Force Multiplier: Practical examples of where AI supports research, drafting, and workflow automation
- Content Systems That Scale: Turning one asset into reusable content across web, email, social, and pursuits
- Digital Asset Management: Tool Selection and Implementation for Growing Teams
- Capturing Project Photography In-House: A practical guide to better visuals with the tools you already have
- What Apps Are Setting Teams Apart in Digital Delivery



# What Makes a Strong Submittal

SMPS believes that learning happens through interaction, not just the transfer of information. We're looking for speakers who work in, or alongside, the A/E/C industry and are knowledgeable, prepared, and genuinely invested in their audience's growth. Here's what we're evaluating:

## Relevant Topic

Content should speak to marketing professionals working in — or alongside — the A/E/C industry. Prioritize topics that support career growth, organizational improvement, and practical application.

## Command of Subject Matter

Presenters are selected based on genuine expertise in their content area. You should not only know your topic well enough to go beyond the slide deck but also thoroughly understand its application to the A/E/C industry.

## Willingness to Teach

Expertise alone isn't enough. The best presenters enjoy the process of helping others learn and put real effort into making sessions accessible, engaging, and memorable.

## Effective Interpersonal Skills

Strong presenters can read a room. They adjust on the fly, stay focused on what the audience is actually absorbing, and create an environment where questions are welcome.

## Effective Listening Skills

Good facilitators listen before they respond. They acknowledge what's being asked, reflect it back accurately, and make participants feel heard.

## Sound Instructional Methods

People retain more when actively involved. We encourage all presenters to build in participation (discussions, exercises, reflection prompts) wherever it fits naturally.

## Willingness to Improve

Presenters will receive feedback from participant evaluations. We value speakers who treat this as useful information, not just a formality.

## Respect for All Attendees

Sessions should be inclusive and welcoming across skill levels, firm sizes, job titles, and backgrounds.

All required information must be submitted as outlined in the Submittal Checklist. Incomplete proposals will not be considered.



# Speaker Best Practices

We want every session at PRC to be an experience attendees remember. Based on years of feedback, here are a few best practices to keep in mind as you prepare.

- **Anchor your content in the A/E/C world**

This audience lives and breathes A/E/C professional services — long sales cycles, relationship-driven pursuits, technical sellers, public sector procurement. The sessions that resonate most are the ones where practitioners see themselves in the examples, language, and frameworks being presented.

- **Protect time for Q&A**

We have 75-minute session blocks, but expect you to build your content to run about 60 minutes and reserve at least 15 minutes for audience questions. Don't let a packed slide deck crowd out the dialogue your attendees came for.

- **Keep demos tight and well-paced**

If your session includes technology demonstrations, be thoughtful about pacing. Pre-recorded clips work well for steps that involve wait time, while live walkthroughs are best saved for moments where real-time interaction adds genuine value.

- **Be intentional about experience level**

PRC attracts a seasoned crowd — about 80% of attendees have four or more years of experience, and roughly a third have 16 or more. Be honest in your proposal about who your content is designed for and what prior knowledge it assumes.

- **If you're leading a panel, prepare as a team**

The best panels feel like a real conversation among people who know each other's thinking. Before your session, take time to align with your co-panelists — understand their perspectives, find points of genuine agreement and productive tension, and be ready to build on what they say.

## Session Experience Levels

For 2027, every session in the conference program will carry an experience label. Please indicate your intended level in your proposal. There is real demand for all three — but attendees need accurate descriptions to choose the right sessions. The planning committee will confirm or adjust the label during the review process.

### Foundational

Best for those newer to the topic or the profession. Covers core concepts with practical, applied examples.

### Intermediate

Assumes working knowledge; focused on deepening skills and expanding capabilities.

### Advanced

Designed for experienced practitioners ready for peer-level discussion and nuanced strategy.



# Submittal Checklist

The following items are required for your speaker proposal submission. Incomplete proposals will not be considered.

1. **Session Title:** In 10 words or fewer, craft a title that makes your session a must-attend.
2. **Format:** Specify whether your session will be a lecture, panel discussion, interactive session, or technology demonstration.
3. **Track:** Indicate which track your program most closely aligns with: Track 1: Research & Strategy, Track 2: Proposals & Marketing, Track 3: Business Development, Track 4: Leadership & Management, Track 5: Technology. The planning committee reserves the right to reassign submissions to another track if appropriate.
4. **Previous Presentations:** If this session has been presented before, note the event and how it was received.
5. **Target Audience:** Indicate the experience level your session is designed for: Foundational, Intermediate, or Advanced. The planning committee will confirm or adjust this label during review.
6. **Session Description:** In 150 words or fewer, describe the thesis of your session and its value to attendees. This abstract will be used in the conference program and on the website. Make it specific and compelling.
7. **Outline:** Submit an outline (2,000-word max) with your key presentation messages and structure.
8. **Social Media Promo:** In less than 300 words, describe what your session is about and why it matters to this audience. There should be a Hook, Context, and Key Takeaways.
9. **Learning Outcomes:** List four specific outcomes attendees will take away from your session.
10. **Supporting Media:** Describe any handouts, guides, demos, or visual aids you'll provide. Handouts can be made available for download through the conference app. Speakers are responsible for any printed copies needed on-site.
11. **Speaker Background:** For each presenter, briefly describe your speaking background.
12. **Video Link:** Provide a URL (YouTube, Vimeo, or personal/conference website) to a recording of each speaker presenting. If no prior recording is available, a 1- to 3-minute pitch video is acceptable.



# Speaker Information and A/V Consent

For each presenter or panelist, please submit the following. If your session has multiple presenters, submit this information for each individual.

## Personal & Professional Details

Presenter/Panelist Name

Presenter/Panelist Title

Company/Affiliation

Contact Information: mailing address, email address, and cell phone number (required)

SMPS Membership Status: indicate if you are an SMPS member and your chapter affiliation

Bio: Limit to 100 words. This will appear in the conference program.

Headshot: Submit a .JPG or .PNG file with your proposal.

Two references to include name, position, organization, email, phone number, & comment on why they are your reference.

## Audio/Visual Recording Consent

By applying to present at PRC, you acknowledge and permit SMPS PRC to photograph and/or record a short video excerpt of your session at the conference.

Full-session recordings will not be made. Unauthorized distribution of conference content or programming is not permitted.

Please note any special requirements or accommodations in your proposal



# Benefits for Breakout Session Speakers

Each breakout session is granted the following benefits:

## One Complimentary Registration\*

Full conference registration including programmed meals — limit one per session, regardless of the number of speakers.

## \$500 Speaker Stipend\*

One stipend per session, paid electronically to one named individual by the PRC Treasurer within 72 hours after the conference concludes.

## Recognition & Exposure

Speaker profiles on the conference website, app, and promotional materials. Months of pre-conference promotional exposure via social media and the conference app.

## Networking

Access to networking opportunities with 500+ attendees representing leaders across the A/E/C industry.

## Post-Conference Feedback

A post-conference evaluation summary from session participants to help you grow as a presenter.

## Speaking Experience

A proven experience to share for future speaking opportunities at regional and national conferences.

*\*Regardless of the number of speakers in a session, only one (1) complimentary registration will be provided.*

*\*\*Regardless of the number of speakers in a session, only one (1) stipend will be issued. Payment will be made electronically to one named individual by the PRC Treasurer within 72 hours after the conference concludes.*

*Travel and hotel expenses will not be provided by SMPS PRC.*

*Selected breakout sessions may be offered more than once during the conference program based on attendee interest, scheduling needs, and program requirements. Speakers selected to present a repeat session will be notified in advance and will receive an additional speaker stipend for the repeated presentation.*



# Terms and Conditions

By submitting a proposal, you agree to the following:

- If you need to cancel, please notify PRC at least 30 days in advance to allow time to find a replacement.
- You will serve as the Primary Session Contact and must maintain a valid email address and phone number throughout the process.
- All co-presenters must agree to these terms and conditions. Refusal to do so will result in removal from the session. Only one (1) complimentary registration and one (1) stipend will be provided per session, regardless of the number of presenters.
- Benefits do not extend to presenter assistants, co-workers, or clients. Speaker support persons cannot attend conference unless registered.
- All transportation and lodging expenses are the responsibility of the speaker(s). A group discount rate at the conference hotel will be posted at [www.smeps-prc.org](http://www.smeps-prc.org) when event registration opens.
- Handouts will be made available digitally through the conference app (Guidebook). Presenters are responsible for any printed copies needed on-site.
- Each breakout session room will be equipped with a PC laptop, screen, projector, remote, and lavalier microphone. Presenters must submit slides to their PRC Programs Liaison by the deadline in their acceptance letter. Updated materials submitted after the deadline cannot be guaranteed. Additional A/V needs must be discussed prior to Speaker acceptance and are not guaranteed.
- Presenters agree to be available to the PRC communications team to help promote their session before and during the conference.
- PRC reserves the right to revise session titles in consultation with the presenter, reassign topic tracks, or edit program summaries for promotional materials.
- Members of the PRC Programs committee are not eligible to submit proposals or serve as speakers. Coworkers of Programs Committee members may submit but will not be reviewed by planning committee members from the same firm.
- Speaker selection is based solely on expertise, relevance, and alignment with SMPS PRC goals. Sponsorship does not guarantee a speaking opportunity.
- Selected breakout sessions may be offered more than once during the conference program based on attendee interest, scheduling needs, and program requirements. Speakers selected to present a repeat session will be notified in advance and will receive an additional speaker stipend for the repeated presentation.

## Submittal Deadlines

Due by 11:59 pm Pacific Time on July 10, 2026.

Proposers will be notified of their selection status the week of August 17, 2026.

## Questions?

Submit questions to the PRC Programs Committee at [programs@smeps-prc.org](mailto:programs@smeps-prc.org) up to one day before the submittal deadline. Any updates to the Call for Speakers will be posted at [www.smeps-prc.org](http://www.smeps-prc.org). It is the responsibility of each applicant to check for amendments.

**Good luck — and thank you!**



# Submit Your Proposal Online

## Ready to Submit Your Proposal?

All proposals must be submitted electronically.  
Submissions by any other method will not be considered.  
Proposals submitted after the deadline will not be reviewed.



Deadline: July 10, 2026 at  
11:59 pm Pacific