

THE WAVE | INFLUENCING TIDES

CALL FOR SPEAKERS

smps[®]
Pacific
Regional Conference

February 1-3, 2023
Manchester Grand Hyatt, San Diego



WELCOME

What is the WAVE?

The Wave is the name of the Society for Marketing Professional Services' (SMPS) Pacific Regional Conference (PRC), an annual regional event hosted by 12 SMPS chapters: Alaska, Hawaii, Idaho, Inland Empire, Las Vegas, Los Angeles, Orange County, Oregon, Sacramento, San Diego, San Francisco, and Seattle. The Pacific Region provides access to some of the largest Chapters with over 1,500 members.

Each year, over a dozen presenters and keynote speakers assemble to provide attendees with opportunities to learn best practices in A/E/C marketing and business development from some of the most experienced professionals nationwide. Moreover, the unique PRC conference atmosphere provides networking opportunities among fellow professionals within the Pacific Region to help build business connections.

Spirit, Mission, and Intent. The SMPS Pacific Regional Conference was created to provide increased value to SMPS members through an annual elite experience in an environment for professional development and networking in the Pacific geographic market. The Wave is organized such that each participating chapter has an equal opportunity to both "host" the conference, through a fair rotation process, and collaborate with other chapters to plan the conference.

Within this packet, you will learn more about the conference structure and how to apply to present at this year's 2023 Influencing Tides!

Exposure to
approximately
400
industry
influencers



SESSIONS

The Wave conference is organized into 3 tracks:

Marketing Best Practices | Leadership / Management | Business Development & Promotion

Within each track, sessions integrate skillsets, lessons learned, and implementation strategies – ranging from personal to practice growth. Topics focus on the latest thinking and methodologies in each track and appeal to varied experience levels of conference attendees, ranging from emerging professionals to experienced leaders. Please note, educational programming does not include the keynote speaker(s). Keynote speakers are selected internally.

This year, the educational program includes 15 breakout sessions as described below:

15 90-minute Sessions

Each include 15 minutes for audience Q&A

Formats: Acceptable program formats include the following:

LECTURE

While lectures typically consist of a presenter providing learners with information, this format should also incorporate a 15-minute Q&A segment to actively engage learners.

WORKSHOP

Workshops are hands-on learning experiences that use group discussion, exercises, demonstrations, and case studies.

LARGE ROUNDTABLE DISCUSSION

Roundtable discussions focus on a particular topic. This format enables attendees to digest new concepts and share personal experiences with peers.

BEST PRACTICES

Best practice sessions provide concrete examples of successful plans implemented in some of today's most respected companies. Attendees gain industry and outside perspectives on a variety of issues. These programs often use case studies.

PANEL DISCUSSION

Panel discussions give attendees the opportunity to hear multiple viewpoints on a specific topic. Concluding with an extensive Q&A session, this format gives attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists.

The PRC committee will make every attempt to accommodate special requests; however, some audiovisual, technology, room set-up, and/or format requests may not be able to be accommodated. This includes using hand-held microphones instead of lavalier.

An at-a-glance schedule can be viewed at smprc.org/meetinginfo.php to see the various sessions.

TRACK ONE: MARKETING BEST PRACTICES

BRAVE THE WAVES



This track focuses on the processes, procedures, tools, and resources relevant to roles and responsibilities of the modern marketing team, including strategic and integrated marketing and communications. These sessions also cover research (the foundation of any solid marketing plan), proposals, interviews and promotional activity.

Relevant Domains of Practice Domains that align with this track include:

Domain 1: Marketing 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.

Domain 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 resumes.

Domain 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.

Possible Track One Topics

- Breaking the habits of boring language and creating engaging content
- Public relations in the age of mobile technology and communications
- Marketing strategies for alternative project delivery methods
- Planning for a successful company rebranding effort
- Creating your marketing department toolkit: programs and processes tailored for how your firm best markets
- Building effective marketing programs with small marketing budgets
- Engaging management and technical staff in a marketing culture
- Using the power of storytelling to communicate firm brand, values, and work
- Involving marketing's role in recruiting and retaining firm talent
- Interview strategies in a competitive playing field
- How does marketing improve client service?
- The role of data analytics and technology in client intelligence
- Getting your firm on board with a viable Go-No-Go strategy and process
- Storyboarding and visual storytelling in proposals
- Proposal theme development - communicating the right messages in your proposals and interviews
- How to be the best coach for your interview teams
- Proposal/Pursuit management strategies to engage busy and burdened technical staff
- Developing a crisis communications plan for when for unforeseen crises occur and managing how your firm publicly responds
- Content creation strategies for your website and social media
- Events, conferences, and networking in the post pandemic era
- Formulating an effect awards program plan that makes sense for your particular firm and developing a winning submission
- Writing and editing for clarity
- Learning how to incorporate DEI inclusive practices into your proposal standards and strategies

TRACK TWO: LEADERSHIP / MANAGEMENT

DEFINE YOUR FLOW



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 that align with this track include:

Domain 2: Marketing 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.

Possible Track Two Topics

- Scenario planning for firm agility in a changing environment
- Strategic planning best practices
- Understanding firm finances and business principles
- Market life cycles: What's emerging? What's waning?
- Diversity as a firm differentiator
- Leading effective teams and motivating employees to achieve success
- Essential ingredients for a well-run organization
- How cultural diversity strengthens businesses
- Sustaining growth in a tenured marketing position
- Effective organizational change management techniques
- How innovative firms capitalize on experiential marketing
- Creating client-oriented marketing plans
- How to conduct a SWOT analysis to position your firm for success
- Beating the burnout and creating work-life balance
- Diversity, equity and inclusion (DEI)
- Career paths - finding your personal path or helping your team organize and grow
- Recruiting and retention - when marketing and HR work together
- Leading from the bench - being a leader or manager even when you don't hold the title
- Managing people around you but not under you in the org chart
- Finding your why and using it to find passion or purpose in your job.
- How to have crucial (but sometimes difficult) conversations
- Care and feeding of your network
- Getting your seller/doers or technical professionals on board with the right BD processes
- Recession proofing your firm

TRACK THREE: BUSINESS DEVELOPMENT & PROMOTION

SEAS THE DAY!



This track includes sessions geared toward helping BD professionals learn new techniques and share best practices for making connections and growing work for their firms.

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.

Possible Track Three Topics

- Creating a sustainable BD strategy
- Business intelligence in your BD efforts
- Engaging staff in BD and creating a culture embracing BD
- The role of BD in a seller/door business
- Innovative BD strategies from outside the A/E/C professions
- Effective ways to deal with difficult people and difficult situations
- Developing a BD strategy that aligns with your firm's culture
- How to conduct a client perception survey
- Leveraging personal contact-building with online networking
- Researching prospective client industries to break into new markets
- Techniques to pre-qualify clients and projects
- Build trusting relationships with prospective clients
- Reopening relationships with past clients and rebuilding trust
- Strategies to participate in client business development activities with limited resources
- Developing a client-specific business development plans
- How to develop project-pursuit or capture plans
- Preparing for BD in a recession
- Building business through outreach and community involvement
- How to build enough pipeline - what measurements will show you the way to success
- Leads identification in the post covid hybrid world
- Identifying client hot buttons and knowing when personal and professional goals weigh into decision-making
- Understanding funding streamlines/sources and where future work will be coming from
- Client service to client feedback - full circle business development
- Business Development's role in DEI
- To Prime or to Sub (exclusive or not)?
The awkward dance of teaming with your competitors, partners, or sometimes frenemies
- Building a personal brand or thought leadership to improve your BD success

DOMAINS

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 Marketing.

Domain 1

MARKETING 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.

Domain 2

MARKETING 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 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 tradeshows.

Domain 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.

Domain 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.

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.

About Learning Units at the Conference

Attendees of The Wave conference who hold their CPSM designation are eligible for Continuing Education Units (CEUs). 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.

SUBMISSIONS

The Wave presents a unique opportunity for presenters to connect with 400+ marketers and business professionals in the A/E/C industry from a diverse regional area. We are looking for experts who are accomplished in their fields and bring a fresh perspective to how technology, project delivery methods, sustainability, and firm diversity influence how we market A/E/C services.

Individuals, teams, or groups submitting a proposal for the Call for Speakers MUST be the primary presenter(s). It is encouraged that submittals propose a topic related to one of the three identified tracks and incorporate or relate to the suggested topics. Additional consideration will be given to submittal topics that support and elevate The Wave's mission and highlight local ingenuity and innovation related to the Pacific Regional Conference.

SMPS programs allow our members and the larger A/E/C community 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 is an interaction, not just the transfer of information from an expert to another individual. To uphold this philosophy, SMPS actively seeks presenters who possess the following key qualities:

RELEVANT TOPIC

Program content should be relevant to the A/E/C industry, emphasizing how to help people grow in their careers and to help companies strategize and plan for the future. Content should relate to one of the three tracks listed above.

WILLINGNESS TO TEACH

While command of the subject matter is essential, it is not the sole qualifying factor. Presenters should enjoy teaching and be willing to put forth effort to create a memorable learning experience for participants.

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 (see checklist for verification).

COMMAND OF SUBJECT MATTER

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

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 is validating to the learners that they 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 our diverse audience.

SUBMISSIONS

INSTRUCTIONS FOR SUBMITTING YOUR SPEAKER PROPOSAL

New for 2023! All proposals will be submitted using The PRC Speakers Checklist Google Form: <https://forms.gle/m6W2eBDWZ8Mzn165A>. The following pages will help you in collecting all the material you will need to have in ready when you begin to fill out the google form.

Topic: In 10 words or less, craft a compelling title that makes your session a 'must attend' program.

Format: Specify which format your breakout session will follow: lecture, panel discussion, roundtable discussion, best practices, or workshop.

Track & CPSM Domains: Tell us which track your program is best aligned with, and how your content will support the Domains associated with that track. For more information about the tracks, the CPSM program and the six Domains, please see pages three through six.

Please indicate which track your program is most closely aligned with:

TRACK 1: MARKETING BEST PRACTICES
TRACK 2: LEADERSHIP & MANAGEMENT
TRACK 3: BUSINESS DEVELOPMENT & PROMOTION

Abstract: In 150 words or less, provide the thesis of your proposed program and discuss the value proposition for our audience. This abstract will also serve as the description in the conference program and website. Make it specific and appealing to prospective attendees.

Outline: Provide a presentation outline demonstrating key presentation messages. Limit the outline to one 8-1/2" x 11" page (with font no smaller than 11 point).

Learning Outcomes: Share 3 to 5 desired learning outcomes for your program attendees.

Target Audience: Let us know if your program is targeted at a particular experience level (entry, mid-level, or senior). We'll make sure to include this in the conference materials to assist attendees in selecting their sessions.

Supporting Media: Our PRC attendees like tools, examples, and visual aids. Describe what type of supporting documents and media you will provide in your program. Speaker is responsible for providing all supporting materials.

Previous Presentations: If this program has been presented previously, list the conference or event and provide information on how the program was received. Also list your three most recent speaking engagements, the presentation title, conference/event, and date.

Video: Please include at least one video recording of each speaker from a prior presentation or proposed topic pitch (e.g., YouTube, Vimeo, conference websites, personal websites, etc.).

SUBMISSIONS

If your program has multiple presenters/panelists, repeat for each person:

1. Presenter/Panelist Name
2. Presenter/Panelist Title
3. Company/Affiliation
4. Contact Information: Provide a mailing address, email address, and cell phone number (mandatory)
5. SMPS Membership Status: Indicate if you are an SMPS member
6. Presenter/Panelist Bio: Limit your bio to 100 words. This will be used in the conference program.
7. Speaking Experience: Describe your previous speaking experience. Must include at least one video recording of each speaker from a prior presentation or proposed topic pitch (e.g., YouTube, Vimeo, conference websites, personal websites, etc.).
8. References: Provide three professional references who can attest to your abilities as a presenter.
9. Photo: Submit a headshot (.JPG or .PNG) with your proposal.
10. Lengthy submissions are not required, nor desired. Provide a reasonable length response, adhering to specific word limits on certain sections. Incomplete proposals may not be considered.
11. Acceptance and understanding of Conference Recording note below.

Conference Recording: To make valuable information from The Wave accessible to members who cannot attend the conference, PRC education sessions may be recorded (audio and/or audio/video) and made available for purchase, either via CD or podcast following the conference. Submission of a proposal in response to this Call for Speakers requires your acknowledgment and acceptance of this possibility and conveys your permission to record your session if selected by the PRC committee. PRC does not allow outside recording devices to be brought in to record sessions or any unauthorized distribution of conference content or programming.

CHECKLIST

All proposals will be submitted using The PRC Speakers Checklist Google Form:
<https://forms.gle/m6W2eBDWZ8Mzn165A>



PRC Regular Session Speakers Checklist

To be submitted by all potential regular session speakers applying for PRC 2023 San Diego February, 1st - 3rd. All sessions are 1.5 hours long including Q&A, and there will be five speakers selected in each track for a total of 15 regular session speakers held over Thursday and Friday of the event. More than one proposal may be submitted, however, speakers will only be selected for one session at most.



The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

Any files that are uploaded will be shared outside of the organization they belong to.

*** Required**

Email *

Your email

Session Topic: Give us your best elevator pitch. In 10 words or less, craft a compelling title that makes your session a 'must attend' program. *

Your answer

Format: Specify which format your breakout session will follow (select only one): *



Lecture - While lectures typically consist of a presenter providing learners with information, this format should also incorporate a 15-minute Q&A segment to actively engage learners.



Panel Discussion - Panel discussions give attendees the opportunity to hear multiple viewpoints on a specific topic. Concluding with an extensive Q&A session, this

SPEAKER BENEFITS

Presenters and panelists who present during The Wave will enjoy the following benefits:

- Enhanced reputation as an industry expert in their specialty areas.
- Exposure through the conference website and promotional materials.
- Networking opportunities with a 300+ attendees representing leaders in the A/E/C industry.
- One full conference registration per individual presenter, *valued at \$575 for SMPS members and \$675 for non-members*. A maximum of two (2) full conference registrations per presentation will be provided. If there is only one (1) presenter for a presentation, only one (1) full conference registration will be provided. This benefit does not extend to presenter assistants, co-workers, or clients. All individual presenters, co-presenters, and panel members must register as a full conference attendee for PRC.
(Note: Conference registration does not include Thursday evening social.)
 - » Conference meals include Thursday breakfast and lunch; Friday breakfast and lunch.
 - » Two beverage tickets for the Wednesday evening welcome reception per presenter.
- Ability to write a teaser article (200 words or less) for the session that will be used for e-blast campaigns and/or the PRC website.
- Swag, Flyers, & Promotional Materials: You will have an opportunity to provide a flyer, swag, or other promotional material for inclusion in the conference goodie bag.
 - All flyers, swag, or promotional materials must be shipped in advance and received prior to the conference. Specific instructions along with the due date and shipping location will be provided in the speakers' selection letter.
- A quantity of 300 items is requested.
- Presenter(s) are responsible for shipping and handling costs, as well as communicating in advance with the PRC Programs team that promotional material will be provided.
- Speaker Stipends:
 - A \$250 stipend per individual presenter.
 - No stipends will be issued in advance.
 - If presenting as a panel, the stipend is limited to \$500. The panel can coordinate with the PRC Programs team and PRC Treasurer for the division of the \$500 among panelists.
 - Stipend payments will be issued electronically by the PRC Treasurer within 72 hours after the conclusion of PRC.
 - The PRC Committee will not accept expense receipts.
 - Transportation and hotel expenses are the responsibility of the presenter(s)*.
- Lasting brand recognition and repeated reference through session handouts provided to all attendees.
- An evaluation summary from conference participants.
- An unstaffed table at the front of the presentation room for distribution of presenter promotional materials.
- The potential for additional speaking opportunities through other SMPS chapter events, regional conferences, and national conference.

Please clearly indicate any other requirements you may have for your presentation in your proposal.

*All transportation and lodging expenses are the responsibility of the speaker.

A hotel group discount rate will be provided on the SMPS PRC website: www.smps-prc.org.

GUIDELINES, TERMS, AND 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.
- We will make your handouts available digitally for conference attendees, but hard copies will be furnished by the presenter(s).
- Each breakout session room will be equipped with A/V equipment including microphone, a screen, and projector. We request that each presenter or team provide their own laptop or tablet for presenting media.
- Presenters agree to be available to our communications team to provide content to help promote your session before and at 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.

SUBMITTAL DUE DATE

All submissions MUST be submitted electronically using the Google form link including links to videos or other supporting material.

Proposals must be submitted no later than 11:59 pm Pacific Standard Time on September 9th via the PRC Regular Session Speakers Checklist Google Form: <https://forms.gle/D5gLd2df6s3AeQXg8>

Proposals will not be considered after this date. Proposers will be notified of their selection status no later than September 30, 2022.

Presenters will only be selected for one session. To promote diversity in programming, multiple sessions will not be awarded to a single presenter.

Good luck and thank you!

QUESTIONS?

If you have questions during the preparation of your proposal, please submit them to the Programs team at programs@smips-prc.org as soon as possible and no later than 11:59 pm September 2, 2022. If there are any updates to the Call for Speakers, they will be posted on the SMPS PRC website (www.smips-prc.org) and it is the responsibility of each presenter to check for any amendments.

QUESTIONS?

Contact

programs@sm-ps-prc.org

