



# THE MARKETING EVENT 2017

# CALL FOR PROGRAMS

## DEADLINE EXTENDED TO JULY 17

THE Marketing Event - fondly known as TME, is an annual professional development bonanza that takes place in the fall (typically early November). Started for and by SMPS New York Members in 2004, the Event is one jam-packed day of innovative programming. TME has grown to draw hundreds of the A/E/C industry's best marketing talent and minds to New York City for a day of sharing and learning.

Building on TME's twelve consecutive years and drawing on themes of past years including 'New Horizons' and 'Changing the Game', this year will center on crystallizing all the nuggets of wisdom and insights we collect and putting them to action. Scheduled for Friday, November 3, **TME 2017: Grow | Lead | Thrive** carries the energy that has brought marketing professionals to the table year after year, and reinforces the marketer's voice in the conversations that shape our future and that of our firms.

We are looking for provocative programs in the following three areas:

- 1 Grow - Self [professional development]**  
What opportunities are out there for us as individuals to grow professionally towards more successful and fulfilling careers?
- 2 Lead - Team [dynamics & facilitation]**  
How can we carry more influence, inspire and engage others to work towards a common goal? How can we mobilize resources to create team synergies and accomplish more with less and have more fun doing it?
- 3 Thrive - Firm [business success]**  
What does business success look like? What trends, new ideas and strategies should we be aware of to better position our firms for growth and prosperity?

## Call to Action! Help us grow, lead, and thrive!

We want to hear and experience ideas and perspectives which ignite energy and action towards self, team and firm. Pitch your idea by completing the Program and Presenter Information Forms on the following pages. **Complete the forms, and return them to both Brien McDaniel at [bmcdaniel@FXFOWLE.COM](mailto:bmcdaniel@FXFOWLE.COM) and Kirsten Haas at [khaas@ad-ny.com](mailto:khaas@ad-ny.com) no later than the extended deadline, Monday, July 17, 2017.**

Grow | Lead | Thrive



# PROGRAM INFORMATION FORM

Please complete the form below with information about your proposed program. This information will us gain an understanding of how your program will impact A/E/C marketing and business development professionals. Be sure to fill in all fields—submissions with missing information will not be considered.

**What is the title of your discussion?**

**If you had to describe your program in one sentence, what would it say?**

**Describe your program and why it is relevant in 150 words or less.**

**Provide 4 measurable learning objectives which summarize what participants will be able to after attending this session:**

**How will your topic support and /challenge attendees to a stronger path of action towards grow, lead and/or thrive?**



# PROGRAM INFORMATION FORM

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**How does this program tie into the daily challenges of professional service marketers and business development professionals?**

**Is this program oriented to a specific area (Grow, Lead, Thrive) or does it touch on 2 or more?**

**Are you familiar with SMPS's domains of practice? If so, which track does your topic tie into?**

**How will your topic be presented? [Sole Presenter Lecture / Workshop / Panel Discussion / Other?**

**What are your technology use and requirements?**



# SPEAKER 1 INFORMATION FORM

Complete one speaker information form for each individual who will help lead the program, including any speaker/presenter, moderator, or panelist. Be sure to include all information – submissions with missing speaker information may not be considered.

## Presenter Role

Presenter / Speaker

Moderator / Facilitator  
(for workshops)

Panelist

## Name

## Title

## Organization

## Email / Best Way to Contact

## References

**Bio (100 words or less).** Copy exceeding 100 words may be edited for marketing purposes.

**Social Media Handles** (SMPS-NY is on Facebook, Twitter, Instagram, LinkedIn)

## Headshot and Business Logo (if applicable)

Please attach a high-res jpg image of headshot and/or logo (300 dpi)



# SPEAKER 2 INFORMATION FORM

Complete one speaker information form for each individual who will help lead the program, including any speaker/presenter, moderator, or panelist. Be sure to include all information – submissions with missing speaker information may not be considered.

## Presenter Role

Presenter / Speaker

Moderator / Facilitator  
(for workshops)

Panelist

## Name

## Title

## Organization

## Email / Best Way to Contact

## References

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# SPEAKER 3 INFORMATION FORM

Complete one speaker information form for each individual who will help lead the program, including any speaker/presenter, moderator, or panelist. Be sure to include all information – submissions with missing speaker information may not be considered.

## Presenter Role

Presenter / Speaker

Moderator / Facilitator  
(for workshops)

Panelist

## Name

## Title

## Organization

## Email / Best Way to Contact

## References

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# SPEAKER 4 INFORMATION FORM

Complete one speaker information form for each individual who will help lead the program, including any speaker/presenter, moderator, or panelist. Be sure to include all information – submissions with missing speaker information may not be considered.

## Presenter Role

Presenter / Speaker

Moderator / Facilitator  
(for workshops)

Panelist

## Name

## Title

## Organization

## Email / Best Way to Contact

## References

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# SPEAKER 5 INFORMATION FORM

Complete one speaker information form for each individual who will help lead the program, including any speaker/presenter, moderator, or panelist. Be sure to include all information – submissions with missing speaker information may not be considered.

## Presenter Role

Presenter / Speaker

Moderator / Facilitator  
(for workshops)

Panelist

## Name

## Title

## Organization

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