

The following provides all the details for submitting a speaker proposal for the 2025 Conference.

### About SMPS

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals dedicated to advancing the A/E/C industry. SMPS is the only organization focused on creating business opportunities within this sector

### What is the A/E/C Industry?

The A/E/C stands for the Architecture, Engineering, and Construction industry. It is comprised of companies and professionals involved in the planning, designing, constructing, and maintaining buildings, infrastructure, and other large projects. This industry plays a crucial role in shaping the built environment, from designing skyscrapers and bridges to developing transportation systems and residential communities. It is critical to understand this audience. **Our attendees market professional expertise rather than products.**

### About Amplify A|E|C

Amplify A|E|C is the largest gathering of growth professionals in the architecture, engineering, and construction (A/E/C) industries in North America. Designed to elevate skills and drive business success, the education for this conference is focused on leadership, marketing, and business development. Amplify A|E|C offers dynamic educational sessions, hands-on workshops, and unparalleled networking opportunities.

Amplify A|E|C 2025 will take place in Columbus, OH on August 6-8. More than 800 professionals are expected to participate in the premier professional, leadership, and business development event in the A/E/C industry.

### How Do I Submit?

All submissions are to be made through the [Abstract Management System](#). Submissions are due by Friday, **Friday, October 25, 2024**.

Presenters will be notified mid-January 2025.

### Speaker Benefits

Speakers who are selected to present at Amplify A|E|C benefit from:

- Discounted conference registration at a rate of \$695 for each submitting speaker or panel moderator. Please note: No fee is required if you do not stay and attend conference sessions, meals, and networking events.
- Speaking at Amplify A|E|C is a huge marketing opportunity. Many of SMPS' members look to current and former Amplify A|E|C thought leaders when they need to hire a speaker for an event.
- Gain visibility and credibility as a thought leader in the A/E/C industries by sharing your expertise. Speakers will receive exposure on the conference website and across SMPS's social media platforms.
- An opportunity to connect with 800+ other industry leaders, influencers, and professionals, building valuable relationships that can lead to future collaborations or business opportunities.
- Represent your firm or organization, enhancing its reputation and visibility within the A/E/C industries.
- Lasting brand recognition and repeated reference via session handouts provided to attendees.
- Gain a reputation as an industry expert in your respective specialty areas
- The opportunity to educate like-minded professionals on relevant topics.
- An evaluation summary from conference participants.

## Submission Topics

Individuals, teams, or panels are invited to present education designed to empower A/E/C professionals with business-critical skills to grow and advance their firms, and the industry. To help source content that fits within the conference education program, we have developed a list of topics that reflects some of the current needs and challenges faced by A/E/C marketers and business developers. We encourage you to submit proposals that directly relate to these topics.

Submission topics should fall within one of the following categories:

- **Strategy & Leadership**
- **Relationships and Influence**
- **Skills and Technical Mastery**
- **Technological Advancement and Evolution**
- **Storytelling and Messaging**
- **Business Acumen and Entrepreneurship**
- **Diversity Equity and Inclusion, Economic Inclusion, Workforce Diversity, and Diversity of Thought**
- **Diversity, Equity, Inclusion, and Belonging**

## Program Formats

We seek individuals, teams, or panels to present one of the following session types:

- **Breakout Session (45 minutes)**
- **Mainstage | Keynote (up to 60 minutes)**
- **M-Live Panel (75 minutes)**
- **Workshop (75 minutes)**
- **MAX Market.Act.eXchange® Presentation (up to 18 minutes)**
- **Campfire Sessions**
- **Amplify A|E|C Digital (PRESENTED VIRTUALLY ONLY- 60 minutes)**
- **M- Live Panel (VIRTUAL- 75 minute)**

## Submission Guidelines

The Amplify A|E|C education committee encourages fresh voices with fresh ideas – particularly those who can help introduce A/E/C marketing professionals to people, ideas, and examples from outside our industry. The person, or team submitting the proposal must be the primary speaker(s).

## Speaker Bio

Provide your qualifications and relevant experience in 75 words or less.

## **Session Description**

Provide a summary that tells prospective attendees about the session and what they will gain from attending. Tell prospective attendees why yours is a “must-attend” session. If selected, this summary will be published on the Amplify A|E|C conference website and included in the conference app. Amplify A|E|C committee members reserve the right to adjust session descriptions as necessary across all conference promotions, including the website, program, social media, and conference app.

## **Abstract**

Provide the thesis or “main idea” for your proposal and discuss the value proposition for the audience. You should include how your session leverages innovative trends and ideas from inside and outside the A/E/C industry to fit the conference's goals.

## **Learning Outcomes (100 words)**

Include three to five learner outcomes or objectives. These are best expressed using active verbs such as identify, discover, practice, describe, chart, define, list, etc. For example: “Identify key skills needed to influence change.”

## **Audience engagement**

How do you plan to engage attendees to support learning outcomes? What tools or techniques will you use to keep the attendees engaged in your session?

## **Target Professionals**

Select the group(s) of professionals you believe would benefit most from your session – Marketing, Business Development, Marketing & Business Development. Also, what level is this learning appropriate for: coordinators, mid-level, senior professionals?

## **Format**

To deliver engaging and interactive learning, SMPS prefers proposals that promote audience participation and engagement. Identify which delivery style best describes your session (check all that apply):

- Lecture with Q&A
- Panel discussion with audience participation ▪  
Peer-to-peer discussions
- Small group breakouts/ roundtables ▪  
Workshop
- Other (please specify)

## **Room setup and A/V needs**

Typically, breakout rooms will be set up theater style, with a podium, screen, and Lavalier microphone. While we may be unable to accommodate all requests, please let us know if you anticipate needing other furnishings, materials. Still, please advise if you anticipate needing other furnishings, materials (e.g., flipchart and easel), and A/V equipment (e.g., bar height stools and handheld microphones for panelists). Speakers must provide their own laptop computer.

## **Post-conference value (75 words)**

Describe your session's impact on attendees' ability to contribute to business success upon their return to the office. This refers to your session's return on investment for a marketer's firm.

## **Speaking sample or interview**

Please provide a video clip showcasing your speaking skills. We want to see your presentation and audience engagement style! If you do not have a recording of a prior speaking engagement, please provide a short (3 minutes or less) sample video of a portion of your proposed presentation. Videos can be recorded on your phone and uploaded with your application. Please be aware that submitting your video indicates your permission to use it for promotional purposes if your session is chosen.

## Considerations/Review Process

Members of the Amplify A|E|C education committee and select reviewers – a team of experienced leaders in A/E/C marketing and business development – will assess proposals and evaluate them according to the following criteria:

- Meeting the Amplify A|E|C guidelines and needs for specific topics.
- Clarity and strength of topic, learning objectives and key takeaways
- Relevance of content to the current needs and challenges faced by professional services marketers/business developers and their firms.
- Program format and approach to audience participation and engagement.
- Adherence to the SMPS Diversity, Equity, and Inclusion Philosophy & Policy, which can be found at <https://www.smeps.org/dei-a-e-c/>

The Amplify A|E|C committee is committed to diversity in speakers, presenters, panelists, and moderators. We ask that all proposal submissions consider and offer ways to bring diverse voices and perspectives to the conference experience.

Please note that the committee may contact you after you submit your presentation to request an altered format to fill slots we feel you would be a good fit for.

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

- Covering your own travel and lodging costs, as none will be reimbursed.
- You may choose to register for and attend the conference at a discounted speaker rate of \$699. If you choose not to register for the conference, you will only be admitted to your session and will not have access to other conference activities, sessions, or meals.
- If you need to cancel, we ask you to give SMPS a minimum of 45 days notice, allowing enough time to find a replacement speaker.
- You will be the primary session contact for Amplify A|E|C and must have a valid e-mail address.
- Co-presenter(s)/Panelists 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 dropped from the presentation.
- The speaker is responsible for physical handouts. We will electronically distribute all handouts and presentations to attendees through the conference app.
- Each meeting room will have a podium, screen, and a lavalier microphone. You are responsible for a computer.
- You will provide your final presentation slides **20** days before the conference to be included in the conference app.
- SMPS reserves the right to revise session titles in consultation with the presenter, reassign the identified topic area, or edit the program summary for promotional and program materials.
- You agree to be available to our communications team to provide content to help promote your session at the conference session at the conference.
- Your proposal submission means that you understand and accept these terms.

*Thank you for your interest in submitting a proposal for Amplify  
A|E|C 2025.*

**Questions should be directed to:**

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**Best of luck!**