

Presenter Guide

ACUI and NIRSA are accepting sessions for the Collegiate Marketing Institute. The planning team is open to a variety of session types (traditional, roundtable, flash) and desires topics that are appealing to both those new to marketing and those who are more experienced.

Subject matter that the team seeks includes assessment, sponsorship, design, wellbeing, inclusivity, management, staff development, and more.

Education Sessions

The Collegiate Marketing Institute Committee is encouraging proposals that relate to the topic areas below. The questions below each topic area are intended to help spark ideas as you craft a program proposal. This isn't an exhaustive list but is intended to help you get started!

1. Assessment

- *How do you do conduct market research?*
- *How does market research inform your marketing strategy?*
- *How are you using evaluations and analytics to build a case for more funding, staffing for your department?*

2. Sponsorship

- *How to create and execute effective sponsorship plans that generate revenue?*
- *What unique challenges are presented at smaller schools and how are you overcoming them?*

3. Trends in Design

- *What are new and innovative collateral pieces that are proving to be successful?*
- *How do you build and implement an effective branding guide?*
- *How are you incorporating informal video into marketing plans?*

4. Communicating Health and Wellbeing

- *How are you creating a dynamic culture of wellbeing across campus?*
- *How are you communicating common language of wellbeing?*
- *How are you creating partnerships across campus to deliver a common message about health and wellbeing?*
- *How are you telling the health & wellbeing story on campus?*

5. Inclusive Communications

- *What are some strategies for reaching marginalized populations?*
- *How are you communicating that your space is welcome to everyone?*
- *Generation Z--how are you marketing to this population?*

6. Management/Operations

- *How are you hiring and developing staff (career staff and students?)*
- *How do you and your department incorporate project management techniques to manage work?*

Presentation Types

- Standard Presentation (60 minutes)
- Roundtable (60 minutes)
- Presentation and Workshop (90 minutes)
- Flash Session (10–15 minutes)
Share a case study of a special event/campaign on your campus--what were the successes? What were lessons learned? Presenters will have 10 minutes to share.

Resources:

Education programs at this event should be designed to help attendees develop core competencies within the profession. It's recommended that presenters review

ACUI Core Competency Information may be found [HERE](#).

NIRSA Core Competency information may be found [HERE](#)

CEUs:

RCRSP designation holders who present a CEU -eligible education program may earn 0.3 Professional Involvement Credits towards their renewal. For more information about NIRSA's Registry, [visit this site](#).

Proposals will be accepted until June 8.

We hope you can join us in New Orleans!

2018 Collegiate Marketing Institute Committee

- Melissa Fadler, Sam Houston State University
- Connie Kottman, Virginia Commonwealth
- Catherine Horning, University of Colorado
- Alexis Turner, Washington State University
- Kristen Gleason, NIRSA Headquarters
- Elizabeth Stringer, ACUI Headquarters