

Call for Presenters

If you have a great financial marketing success story to tell, or have learned a valuable lesson that you would love to share with other marketers, we want to hear from you.

The Marketing Association for Credit Unions is now accepting speaking proposals for the 21st annual Strategic Marketing Conference, which is taking place May 31 – June 1, 2011 in Halifax Nova Scotia. Each speaker will have 45 minutes to present their topic.

While we are looking for ideas on what you would like to speak about, here are some suggestions from our membership:

- Mobile Web
- Social Media Plans
- Marketing ROI
- New media
- Branding
- Creativity Workshop
- Word of Mouth Marketing
- Analytics & Measurement

Suggestions for alternate topics are welcomed. Sessions can be presented as a case study or interactive discussion.

Speaker Benefits include:

- To network with your peers and other industry leaders
- To share best practices and lessons learned
- To reinforce your position as an expert in the industry and share results achieved
- Each speaker will receive ½ priced admission to the conference – includes all conference sessions, networking breaks and lunches.

Submissions must include the following:

1. 50-100 word description of proposed topic
2. Short bio of the proposed speaker
3. 2 bullet points that identify the key take aways for delegates attending the session
4. Contact information including email address and phone number

REMEMBER: the purpose of the Strategic Marketing Conference is for delegates to gain information that they can take back to the office to integrate into their marketing and sales programs, engage membership differently and share with their colleagues.

No sales pitches please.

We're accepting submissions through September 15, 2010. We look forward to hearing from you!

A committee will review all submissions and get back to potential speaker in October.