



CALL FOR PRESENTATIONS
2012 PRSA Western District Conference
Denver, Colorado | March 11–12, 2012
Proposal Deadline: Monday, October 3, 2011

We're pleased to issue this Call for Presentations for the PRSA Western District Conference, March 11–12, 2012, in Denver, Colorado.

About PRSA Western District

Public Relations Society of America (PRSA) is the world's largest and foremost organization of public relations professionals. Its membership is organized into 10 regions, called districts. The Western District is comprised of chapters from four states including:

California Inland Empire	Orange County
Colorado	Phoenix
Hawaii	Pikes Peak
Las Vegas Valley	San Diego/Imperial Counties
Los Angeles	Southern Arizona

The District is managed by its own Board, which leads efforts within the District to provide helpful support, share resources, and cultivate leadership for the next generation of professionals to head the association and be voices for the PR industry. More information about the PRSA Western District and its programs can be found on the PRSA Western District blog, prwesterndistrict.org.

About the 2012 Conference

The annual Conference is Western District's largest event, attracting up to 200 public relations professionals. Attendees include owners or partners of small to mid-size firms, independent practitioners, corporate communicators, public relations practitioners working in government and with non-profit organizations and young professionals, all of whom come to the Conference to connect with colleagues and get new ideas and share best practices that can immediately be implemented in the workplace. The theme for the 2012 Conference has not been decided but will revolve around creativity.

Proposal Guidelines

PRSA Western District welcomes proposals from senior public relations practitioners in agency settings or solo practitioners, as well as experts in related fields, including, but not limited to, management, human resources, legal issues and interactive communications. This call for presentations includes two types of sessions:

- **Expert presentations** (75-minute breakouts).
- **Networking breakfast roundtables** (45-minute facilitated discussions).

The majority of Western District Conference attendees are public relations practitioners with more than 15 years professional experience. Collectively the group has experience in crisis communications, public affairs, internal communications, reputation management and industry-specific public relations (e.g. healthcare, travel and tourism, sports). The most successful speakers:

- Have demonstrated knowledge of challenges faced by small- to mid-size public relations firms, solo practitioners or PIOs.
- Provide “takeaways” that attendees can implement the day they return to their offices.
- Are passionate about their areas of expertise and can inspire audiences to see their business challenges in new ways and take action.
- Avoid sales pitches for their product or services.

Priority will be given to proposals that are visionary, forward thinking and new. Western District Conference attendees are particularly interested in resources and learning opportunities within the following subject categories:

- **Advocacy:** communicating the role and value of public relations; issues in public relations
- **The Business Case for Public Relations™:** educating key audiences about public relations’ roles and outcomes; demonstrating the strategic value of public relations; research and measurement tools
- **Communities:** exchange of ideas within the District and respective Chapters; strengthening of relationships within the District, with the media and other partners
- **Diversity:** champion diversity of thought, cultures, disciplines, ideals, gender and age; benefits of diversity; reaching niche audiences
- **Education:** lifelong learning; practical and professional guidance; business and management principles
- **Ethics:** comment on different vehicles on current issues having ethical implications for the profession; topical analyses and case studies
- **Excellence:** innovation; motivation; emerging trends; maintaining a knowledge-based culture; collaboration; best practices

Application

Provide the following information in a Word document and email your application to **kris@krisschindler.com by October 3, 2011**. Notification to all applicants regarding accepted presentations will be made no later than **December 5, 2011**.

Presenter(s) Information: *Note: If chosen, presenter’s name, title and organization will appear in conference marketing materials as provided in this application.*

1. Name(s)
2. Professional Title(s)
3. Organization/Company Name
4. Mailing Address
5. Phone
6. Email Address
7. Twitter Handle (if applicable)
8. Biography (200 words max.)
9. Website address (if applicable)
10. Event References — List conferences where you have presented (at least three, with topics provided for each), as well as the name, phone number and email address of a primary contact person at each event. If available, please provide an evaluation form from at least one presentation of a similar type.

Presentation Information

1. Title
2. Description and Content (100 words max.).
3. Three Learning Objectives ("At the end of this session, attendees will know...")

Would you be interested in presenting this topic as a/an (highlight all that apply):

1. Expert Breakout Session (you present)
2. Networking Roundtable (you facilitate). Roundtable presenters will be selected from those who have applied to present an Expert Breakout Session or from among Western District members who will be attending the Conference.
3. Teleseminar to be conducted at a future date, following the Conference, available through March 2013.
4. Monthly Chapter Program to be conducted at a future date, following the Conference, available through March 2013.
5. Monograph/White Paper
6. Other (describe)

Submit proposals and any questions to kris@krisschindler.com or 720-445-7611.

Please Note: PRSA or Western District does not reimburse presenters for out-of-pocket expenses such as hotels and airfare, nor provide speaker stipends. Presenters selected for breakout sessions will receive one complimentary registration, which includes meals. Tickets for the Carl Kasell event will not be included in the registration but are available for an additional charge. Presenters selected to lead roundtable discussions will be required to purchase a full registration package.