

Call for Speakers - MarketMix 2019

YOU KNOW A LOT. SHARE WHAT YOU KNOW.

About the Conference:

MarketMix is the Pacific Northwest’s largest annual marketing conference, drawing business professionals across all sectors and roles. For over 15 years, Market Mix has brought together over 300 marketers to connect, network, and learn from marketing experts. The theme for the conference is “The Evolution of Brand.” This year the conference will be held on May 8th, 2019.

The digital age has changed brand-building forever, raising questions with huge implications for how you do business. How does your brand stay relevant when product and service information is so readily available? Is your brand expressing itself effectively across a changing channel landscape? As consumers share their experiences with your brand, how much control do you really have over your brand’s image? MarketMix 2019 will tackle these issues and more, providing insight on how to keep attendees’ brands essential, interesting, and competitive. This year’s conference features:

- **New formats**, including thought leadership debates, lightning talks, workshops, and personal stories.
- **New focus beyond marketing**, with information about how brand interacts with other aspects of your business.
- **New ways to network**, featuring organized activities to help you meet new people, find new mentors, and share experiences.
- **New strategies for personal development**, including thoughts that will elevate, enlighten, and arm you with tools to make the most of your days — even those not-so-great ones.

Become a Speaker at MarketMix 2019 to connect with other marketing professionals and share your knowledge!

Topic areas could include:

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| <ul style="list-style-type: none"> - Brand Strategy and Positioning - Rebranding - Data-driven Brand Building - Digital Marketing - Marketing Trends - B2B-focused marketing - B2C-focused marketing - Product Positioning - Managing Multiple Brands - Case Studies - Evangelizing your brand through your organization | <ul style="list-style-type: none"> - Best Practices - Integrated Marketing – Digital and Traditional Marketing - PR Strategy - Using data to improve strategy - Social Media - Content Strategy and Development - Standing out in your industry - Website - Videos |
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Who You Are

A business professional – or team of professionals – eager to share thoughts, experiences, and/or insights about the conference theme. Whether you a marketing veteran, new to the profession or in a different discipline entirely, you most likely have valuable insight about your experiences. As long as you have something to say about the evolution of brand, we're interested in hearing from you!

What You'd Contribute

Market Mix 2019 will include new speaking formats. The ideal speakers would be open to one or more of the following formats:

- Lightning Talks (5-15 minute presentation in a session with 3-5 other speakers speaking on a similar topic)
- Debates (you and a colleague or other industry professional go head-to-head, taking opposing sides of a debatable topic)
- Workshops (you would teach, rather than just talk, and lead participants through interactive exercises that enhance their knowledge)
- Personal Reflections (talks about personal experiences with brand-building, as opposed to talks about brand-building)
- And of course, good old-fashioned presentations (35-40 minute talk followed by a Q&A)

What You'll Get

- You'll be heard. You know you have something to share; here's your chance! Speaking at Market Mix 2019 puts you in front of hundreds of participants who are leading the change in their companies.
- You'll be known. Join an elite group of local experts who've spoken at Market Mix in the past, including:
 - Amy Bohutinsky, Zillow
 - Liv Faris, Expedia
 - Amira Youssef, Microsoft
 - Representatives from top design, brand, marketing, and market research agencies
- You'll get complimentary conference attendance, a value of \$485 for individual non-members, \$380 for individual members.

Call for Speakers Submission Form 2019

General Information

Name:

Name(s) of co-presenters:

(two or more people can submit together to co-present, debate each other, run a workshop together, etc.)

Organization:

Title/Role:

Link to LinkedIn Profile:

Topic and years you have spoken at past MarketMix (if ever):

Last three conferences in which you've presented:

- 1) Conference name
 - Presentation Topic
 - Link to video, if applicable

- 2) Conference name
 - Presentation Topic
 - Link to video, if applicable

- 3) Conference name
 - Presentation Topic
 - Link to video, if applicable

Pitch for MarketMix Presentation

Proposed Title:

Preferred Format:

- Lightning talk
- Debate
- Workshop
- Personal Reflection
- Traditional Presentation
- Other:

Topic you will speak about:

In one sentence, the basic argument you want to make, experience you want to share, or knowledge you want to contribute:

An abstract of your proposed talk, in 150 words or less. Think of this as how your talk would be described in the conference program and on the website:

Three things you want attendees to take away from your talk:

The target audience for your talk:

Entry or senior level marketers? Strategists at the executive level? Non-marketers? Etc.

In 50 words, an explanation of why your talk is relevant to the local business community.

Any supporting media, equipment, or visual aids you plan to include as part of your talk, including handouts (like for workshops)

If you have ever presented this talk before, include the name of the conference(s), location and dates it was presented.

Also if you have it, please send a video recording of yourself speaking at a past conference. If you don't have it, no worries, it won't hurt your chances.

Email your completed form to marketmix@amapugetsound.org by February 15 at 5pm. We'll let you know if you've been selected by March 8.

Once you're selected as a speaker:

- You'll get guidance and support from Nika Kabiri, VP of Market Mix, to finalize your topic and format by March 15 (don't worry, the talk will be all yours - Nika will just be around to help).
- You'll finalize your presentation and send a copy of your talk to our Market Mix volunteers by April 30 (MarketMix is on May 9).
- You'll wow everyone at MarketMix and be a huge hit.

Thank you for your interest! We can't wait to learn from you!