

TransComm 2020 Annual Meeting – Call for Presenters “Staying Connected in the Last Frontier”

**Anchorage, AK
August 23-26, 2020**

It’s time to share your most successful, creative and exciting programs, campaigns, initiatives and best practices at the 2020 TransComm Annual Meeting in Anchorage, AK, August 23-26.

This year’s theme is “Staying Connected in the Last Frontier,” and we are seeking presenters to share successful communications, public relations, engagement and marketing strategies with nearly 150 fellow public relations professionals from across the nation, Canada and Puerto Rico. These professionals specialize in all things transportation, and most work for their state’s department of transportation.

Our goal is to not only show them a good time in the state known as the “Last Frontier,” but to also offer educational sessions with information they can take back to their workplaces. TransComm promotes excellence in communications through the exchange of ideas and educational programming. We present the annual TransComm Skills Awards at this conference and advise other committees within AASHTO on communications issues.

Deadline for submitting proposals is Friday, March 6, 2020.

About the 2020 TransComm Annual Meeting

Hosted in a different location each year, the annual conference is TransComm’s largest professional development event, and it consistently attracts nearly 150 PR professionals. The conference will focus on the ever changing world of PR and marketing and will include discussions on cutting-edge technologies and platforms impacting communications strategies, new ideas for brand awareness and reputation management, effectively communicating the role and value of communications within organizations, and many others.

Proposal Guidelines

TransComm welcomes proposals from senior-level independent practitioners, communications and marketing firms and corporate communications executives, and well-respected experts in related business fields. These related business fields include management/leadership, human resources, finance, legal, operations and digital marketing. This is a call for presentations for breakout sessions and keynote sessions, as described below:

A detailed 45-60-minute presentation and Q&A on a dedicated communications and/or marketing discipline (e.g., analytics and measurement techniques, crisis communications, employee communications, media relations, community relations, influencer outreach,

social media marketing, reputation management, agency administration, etc.), or a communications/marketing topic related to a transportation-specific industry (e.g., products, government, educational, finance, media, technology, travel/hospitality, etc.).

Keep in mind these presentations can be in the form of breakout sessions, standalone presentations, or a keynote session.

Breakout or Keynote Sessions:

The majority of TransComm Annual Meeting attendees are communications and/or marketing professionals with more than 10 years of experience. Collectively, this group possesses experience in crisis communications, public affairs, internal communications, media and analyst relations, reputation management, and industry specific communication tactics. The most successful speakers:

- Avoid sales pitches for their product(s) or service(s).
- Possess, and effectively convey, demonstrated knowledge of challenges faced by small- to mid-size communications departments and public information officers (PIOs).
- Provide important takeaways and resources that attendees can implement the day they return to their offices. Your own experiences are great, but make sure they're applicable to your audience.
- Are passionate thought leaders concerning their respective professional areas of expertise, and can inspire audiences to see their business challenges in new ways and take action.

Furthermore, priority consideration will be given to those proposals that are fresh, visionary, and forward-thinking. Proposals can be on general communications topics or transportation-specific. TransComm Annual Meeting attendees are particularly interested in resources and learning opportunities containing one or more of the following elements:

- Integration: Strategic approaches to integrated marketing communications and aligning platforms to reinforce campaign effectiveness.
- Strategic Planning & Implementation: Case studies or presentations geared toward senior practitioners that demonstrate best practices in the four step process – research, planning, implementation and measurement.
- Leadership & Management: Best practices in leadership and management skills development, team building, conflict resolution, mentoring, and internal communications management.
- Advocacy: Communicating role and value of communications; communications issues.
- Public Involvement: Obtaining early and continuous feedback from communities in order to gain diverse viewpoints and values for decision-making.
- Tools & Techniques: Skill building, social media tools and techniques, writing, pitching, speechwriting and storytelling.
- The Business Case for Communications: Educating key audiences about communications' and marketing's roles and outcomes; demonstrating the strategic value of communications; research and measurement tools.
- Diversity: Championing 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: Reviewing current issues having ethical implications for the profession; topical analyses and case studies.
- Excellence: Emerging trends; collaboration; innovation; and best practices.
- Storytelling: Sharing knowledge, solving problems, and creating a culture through organizational storytelling.

Proposal Content

Please outline the following information in a Word document, and email your proposal to mkasperski@ashto.org by March 6, 2020. Applicants will be notified of final selections by email in the spring.

1. Name(s)
2. Professional Title(s)
3. Organization/Company Affiliation
4. Mailing Address
5. Phone Numbers: Office and Mobile
6. Email Address
7. About Me/LinkedIn Profile URLs
8. Twitter Handle (if applicable)
9. Biography (200 words max)
10. Website Address
11. 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.
12. Fees
13. Presenter(s) Information:
 - a. Note: If chosen, the presenter's name, title, biography, and organization/company affiliation will appear in conference marketing materials as provided in this application.

Presentation Information

1. Session Title.
2. Description and Content (100 words maximum).
3. Three Learning Objectives (“By end of session, attendees will know how to...”).

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

1. Breakout Session (you present).
2. Keynote Session (you present).
3. Same day Keynote and Breakout Sessions (you present).

Submit proposals and any questions to:

Maggie Kasperski, AASHTO
mkasperski@ashto.org

202-624-3659

555 12th St. NW, Suite 1000, Washington, DC 20004

*Submit proposals by email or PO Box. If mailing, notify via email that proposal has been sent.