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## Call for Communications Presenters October 29, 2019 in Huntsville, AL

[The Catalyst Center for Business & Entrepreneurship](#) and the [North Alabama chapter of the Public Relations Council of Alabama \(NAPRCA\)](#) has issued a call for presentations for the 2019 BIG Marketing & PR Event. The Catalyst and NAPRCA partner to host this event annually and this year's event will be held on Tuesday, October 29, from 8:30 A.M. – 3:30 P.M., in Huntsville, Alabama.

### **About the BIG Marketing & PR Event**

The BIG Marketing & PR event is organized in partnership by The Catalyst and NAPRCA. This one-day conference brings together 175+ PR pros and entrepreneurs in one place to provide a full day of training designed to give new insight into how to tackle today's toughest marketing and PR challenges. In 2016, the event grew to over 200 attendees and continues to grow each year.

### **About The Catalyst**

The Catalyst Center for Business & Entrepreneurship serves as a driver for economic growth and job creation in Huntsville and surrounding areas by providing support for entrepreneurs and business owners in every stage of growth. It is the premier source in North Alabama for entrepreneur information and access to resources, including mentoring, training, and networking.

Through quality business education, personalized one-on-one coaching, and networking opportunities that build valuable business relationships, The Catalyst empowers entrepreneurs to get started and provide established businesses the tools they need to successfully navigate their business journey.

### **About NAPRCA**

NAPRCA aims to promote the ethical practice of public relations among professional practitioners and students in North Alabama, provides for the professional development of members, fosters understanding within the community regarding the practice of public relations, and supports the community through the use of member skills.

The North Alabama chapter of PRCA is one of six chapters within its state-wide organization, the Public Relations Council of Alabama. In 2018, NAPRCA received the highest honor given to chapters throughout the State, winning the Sharon Heflin Chapter of the Year Award. Affiliated with the Southern Public Relations Federation (SPRF), which has 1,400 members across Alabama, Florida, Louisiana and Mississippi, NAPRCA members represent corporations, nonprofits, government agencies, educational institutions, media, advertising and PR firms, as well as solo practitioners.

# the **BIG** MARKETING & PR **EVENT**

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### Proposal Guidelines and Content

The deadline to submit a presenter proposal has been extended to August 12, 2019. Please email proposals to Tracy Junkins at [wbc@catalystcenter.org](mailto:wbc@catalystcenter.org). Presenters will be selected by committee vote and notified by September 17, 2019.

Proposals should be one page only, submitted in either Word or PDF format, and include the following:

- Presenter name, professional title, organization/company affiliation (link to the website)
- Presenter contact information (mailing address, phone and email)
- Presenter bio: years of service in PR or related industry (include social links and LinkedIn)
- Proposed topic/title and a brief description (no more than 150 words) on why this would be appealing to the audience. Please be sure your topic is specific. Ex. 10 tips for Unforgettable Facebook Lives is better than Social Media 101.
- Presentation experience, including past presentations, topics and related events.
- Email submissions must include professional headshot and bio attachments.

Some suggested subjects (though additional ones are welcome and will be accepted) include:

- Media relations
- Email marketing/campaigns
- Digital resources (Google analytics, SEO, measuring ROI)
- The next big wave in social media
- Event marketing
- Crisis communications
- Strategic planning
- Capturing and incorporating video content
- Creating visuals/content creation
- How to tell your story
- Protecting intellectual property
- Building your personal brand
- Finding professional content creators
- Marketing in Government Contracting

Additional Questions? Contact Tracy at 256-428-8192.

