



CALL FOR PRESENTATIONS
2011 Counselors Academy Spring Conference
Las Vegas, Nevada | May 13–15, 2011
Proposal Deadline: Friday, October 1, 2010

We invite you to share your expertise at the PRSA Counselors Academy Spring Conference “Thoughts from the Desert: Creating a Winning Combination for You, Your Clients and Your Team,” May 13–15, 2011, at the Loews Lake Las Vegas Resort.

About PRSA Counselors Academy

Founded in 1960, Counselors Academy is dedicated to providing principals and senior counselors of public relations firms from across the United States and Canada with the resources, best practices and tools to grow their businesses and sharpen their counseling skills. With nearly 600 members, the Counselors Academy is passionately committed to evolving and preserving an open and honest peer network that energizes the individual and completes the senior practitioner. Membership is limited to Public Relations Society of America Accredited counselors and/or senior practitioners with 10 or more years of experience in public relations. More information about Counselors Academy and its programs can be found on the [Section homepage](#).

About the 2011 Spring Conference

The annual Spring Conference is Counselors Academy’s largest event, attracting up to 200 senior-level agency executives. Most attendees are owners or partners of small to mid-size firms or solo practitioners who 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 2011 Spring Conference is “Thoughts from the Desert: Creating a Winning Combination for You, Your Clients and Your Team.”

Proposal Guidelines

Counselors Academy 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 Spring Conference attendees are owners/senior executives of their firms or solo practitioners. The most successful speakers:

- Have demonstrated knowledge of challenges faced by small- to mid-size public relations firms or solo practitioners.
- 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. Counselors Academy members are particularly interested in the following subject categories:

- **People:** Recruiting, professional development, policies and processes, benefits, workplace environment and overall corporate culture, working with various generations, building and managing teams, executive leadership, client service.
- **Profits:** Billing, tax planning, compensation and stock-ownership programs, profit-sharing, exit strategies, economic trends affecting the industry.
- **Potential:** Marketing, sales, prospecting, M&A, organic growth, moving into new areas of business (developing other sources of income), reaching niche markets, new tools and emerging trends.
- **Promises:** Ethics, social responsibility, advocacy of the public relations professions.

Application

Provide the following information in a Word document and e-mail your application to **don.bill@prsa.org** by **October 1, 2010**. Notification to all applicants regarding accepted presentations will be made no later than **November 5, 2010**.

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. E-mail.
7. Biography (200 words max.).
8. Event References — List conferences where you have presented (at least three, with topics provided for each), as well as the name, phone number and e-mail 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 chosen to present an expert roundtable session or from among Counselors Academy members who will be attending Spring Conference.
3. Teleseminar to be conducted at a future date, following Spring Conference, available through March 2012.
4. Monograph/White Paper.
5. Other (describe).

Submit proposals and any questions to don.bill@prsa.org or call (212) 460-1456.

Please Note: PRSA or Counselors Academy 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 does not include meals. Presenters will have the option to purchase a meal package. Presenters selected for roundtable facilitations will be required to purchase a full registration package.