



SALES AND MARKETING  
PROFESSIONALS  
OF NORTHEAST  
WISCONSIN

### **Smarketing Conference Presentation Application Descriptions**

Please submit no later than October 30th, 2015

All speakers will be considered. SMPNEW is in search of a keynote and 4-6 breakout speakers. Submit completed applications to: [Amanda@stellarbluetechologies.com](mailto:Amanda@stellarbluetechologies.com)

**Presenter Name:**

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**Please check the type of session you will be presenting**

\_\_\_\_\_ Key Note/Plenary (60-90mins)

\_\_\_\_\_ Breakout Session (45 minutes)

\_\_\_\_\_ Panel Discussion (45 minutes)

#### **Smarketing Details:**

*This conference is to bring together sales and marketing professionals who are active in lead and business generation. Conference targets are 25-45 year-old professionals who are actively seeking education, networking and technologies. The date: April 29<sup>th</sup>, 2016.*

**Speaker Topic Needs** - The following is a wish list, speakers are not limited to:

- An introduction of the status of Sales & Marketing today. How integration is key and the tools and communication have evolved into new standards.
- Smart (and efficient) sales and marketing
- Sales qualified leads & Marketing qualified leads
- What's new? (Technology, communication, standards)
- The art of communication and personal touch points

**Presenter(s) Bios:** Please email a photograph and provide up to a 150 word bio for each presenter/panelist. (please submit separate Word doc and Jpeg for each individual).

**Your Session Title:** up to 12 words

**Short Description:** (up to 50 words as to why people should attend – key takeaways)



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**Long Description:** (this will be used in the program book and on the website. (up to 300 words) if you have a promotional 1 page PDF, please submit and we will publish it on the Website.

**Please provide previous speaking engagements:**