



Call for Communication Presenters for April 16 - 17, 2018, Huntsville, Alabama

The [Public Relations Council of Alabama](#) has issued a call for presentations for its 2018 state conference on Monday, April 16 and Tuesday, April 17, 2017, at the [Huntsville Botanical Garden](#).

About the PRCA State Conference

Each year PRCA pulls communication professionals together from around the state for professional development. This two-day conference will bring together approximately 150 public relations, communication and marketing professionals across industries, but particularly high in government contracting, hospitality, health care and private practitioners. Previous state conferences in Huntsville have had some of the highest attendance numbers out and we are currently expanding to accommodate even more attendees.

The conference theme is “PR Distilled: The Art and Science of Public Relations.”

About NAPRCA

[PRCA](#) has 400 members across the state, which is made up of six local chapters. It is also affiliated with the broader association – [Southern Public Relations Federation \(SPRF\)](#), which has 1,400 members across Alabama, Florida, Louisiana and Mississippi.

Proposal Guidelines and Content

The deadline to submit a presenter proposal is December 1, 2017. Please email proposals to chantel@fusiononline.com. Presenters will be selected by committee vote and notified by Friday, January 12, 2018.

Proposals should be 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 our audience
- Presentation experience, including past presentations, topics and related events (references and links to presentation video encouraged)
- Speaking fees, honorarium, travel, etc.

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

- Influencer marketing
- Measurement
- Social media
- Owned media
- Research and development
- The gig economy / 1099 workforce
- Establishing brand expertise