

2019



SMPS Heartland Regional Conference

Call for Volunteers

Wednesday, May 29-Friday, May 31, 2019 // Westin Book Cadillac Detroit
#FocusForward #PlanAhead #HeartofHeartland #SMPSVolunteer

SMPS Michigan is thrilled, honored and, like most Detroiters, humbled to host the 2019 SMPS Heartland Regional Conference in the city that we love! Hailed by The New York Times as “A comeback city set to make good on its promise,” the rest of the world is figuring out what we’ve known all along—Detroit is the place to be.

Join us in America’s renaissance city where we hope we’ll become a part of yours. Take your professional practice to the next level—Think Forward. Move Forward. **FOCUS FORWARD.**

But...before any of us can #FocusForward, we need to plan ahead. A conference of this magnitude (3 days, 9 regional chapters, 30 national and regional speakers, 300 attendees, etc.,) requires YOU.

The 2019 SMPS Heartland Regional Conference Committee is looking for extraordinary leadership to participate as a Committee Chairperson or Committee Member. This is a great opportunity to hone your leadership skills, expand your network, flex your creative muscles and work with a fun group of like-minded individuals to create one of the most engaging regional conferences yet.

VOLUNTEERS ARE NEEDED FOR THE FOLLOWING COMMITTEES:

Communications/Marketing: Creates marketing, advertising, and communications materials to drive attendance and excitement for the conference; includes social media.

Logistics: Assigns rooms, navigates technology needs, and coordinates all activities within the hotel and conference space.

Registration: Manages attendee registration, welcome desk, and overall conference attendee experience. Works closely with the Logistics and Communications/Marketing Committees.

Pinnacle Awards: Runs the regional marketing communications awards program. They must work closely with Communications/Marketing as well as Logistics to design the program and execute the awards ceremony at the conference.

Programs: Oversees call for speakers and selects the programming. It’s imperative that this committee works closely with the Logistics Committee to ensure all speakers’ needs are met for flawless programming.

Special Event: Develops and executes an event for attendees to continue to socialize before and/or after the conference. Think baseball games, walking tours, local treats, etc.

Sponsorship: Finds sponsors and secures dollars to ensure that the 2019 Heartland Conference is memorable and impactful. Who’s ready to get their hustle on and be on the sponsorship committee?

Treasurer - Elect: This position is a multi-year commitment. The individual will assist the current Treasurer and learn the process so that s/he can serve as Treasurer for the 2021 Heartland Regional Conference.

For additional information regarding volunteering for SMPS 2019 Heartland, please contact the co-chairs:

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