



Call for Presentations: Submission Form

Deadline: June 8, 2010

What: Stamats Integrated Marketing: Technology Conference

Where: Las Vegas, NV

When: October 20-22, 2010

How: Please submit all the information below via e-mail to brandy.huseman@stamats.com by the stated deadline.

Presenter Information:

- Name
- Title
- Institution/Organization
- Address
- City/State/Zip
- Phone
- E-mail

Please include with submission:

- Bio of presenter(s), including previous presentation experience
- Abstract information (no more than 300 words) including presentation title
- Session summary
- 3–4 key takeaways/learning objectives (i.e. what “action items” our attendees will take from your presentation, what will they go back to campus the next day and *do*?)

Presentation proposals will be evaluated based upon the quality of presentation and alignment with overall conference structure: **Social Media, User Experience, Content Strategy, mROI**

Other potential conference topics include:

- Social Media: integration, strategy, audience segmentation, policy, content
- mROI: analytics, recruitment strategies and tactics, search/direct marketing/multichannel
- Content Strategy: writing for the web, post home page implications (visitors arriving via deep links), SEO
- UX: interaction design, IA/information scent, usability testing, augmented reality, post monitor & mouse/gesture technology

All submissions must be sent to Brandy Huseman, Conference Producer, via e-mail at brandy.huseman@stamats.com.

You will be notified by June 15, 2010 if your presentation has been selected.