



**Call for Presentations: Submission Form**

**Deadline, March 1, 2010**

**What:** Stamats Integrated Marketing Conference

**Where:** Chicago, IL

**When:** July 18-20, 2010

**How:** Please submit all the information below. Your submission must be fully completed and returned by the stated deadline.

**Presenter Information**

	<b>Presenter</b>	<b>Co-Presenter (if applicable)</b>
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

Presentation proposals will be evaluated based upon the quality of presentation and alignment with overall conference attendee learning objective: **Marketing to and recruiting both traditional and non-traditional students.**

Other conference topics include:

- How to effectively train your recruiters
- How to use Web analytics to improve the experience of potential students visiting your Web site
- How to develop recruitment strategies for specific groups like transfer students or adult students
- How to utilize process mapping techniques
- How to build a brand without spending a dime

*All submissions must be sent to Brandy Huseman, Conference Producer, via e-mail at [brandy.huseman@stamats.com](mailto:brandy.huseman@stamats.com).*

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