



Request for Proposal IABC Boston Professional Development Program 2015 – 2016

IABC Boston seeks proposals from speakers for its 2015 – 2016 professional development program. We seek subject matter experts and influencers who can engage our members with highly interactive sessions and case studies that deliver practical learning and insight into today’s communications challenges.

Based on the chapter’s recent membership survey, the following topics are in demand for professional development sessions:

<ul style="list-style-type: none">• Editorial/publication content• Skills training<ul style="list-style-type: none">○ Writing○ Editing○ Presenting• Internal communications<ul style="list-style-type: none">○ HR communications○ Intranets○ Internal social media○ Executive communications○ Internal measurement and analytics○ Change management○ Integration/M&A○ Employee engagement• Public and media relations<ul style="list-style-type: none">○ Crisis communications○ Executive Placement○ Startup communications (marketing, public relations)	<ul style="list-style-type: none">• Other external communications<ul style="list-style-type: none">○ Shareholder communications○ Corporate social responsibility○ Community relations○ Donor relations○ External measurement and analytics• Digital and social media<ul style="list-style-type: none">○ Content marketing• Marketing communications<ul style="list-style-type: none">○ Cause related marketing○ Sponsorships
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Please note that IABC Boston cannot pay presenters fees, travel and accommodation costs, or other expenses.

Speaker Information & Presentation Proposal

Name	
Title	
Organization	
Address	
City/State/Zip	
Telephone	
E-mail	

Presentation title	
Presenter(s)	
Topic of presentation	
Target audience	<input type="checkbox"/> Entry level <input type="checkbox"/> Mid-career <input type="checkbox"/> Senior level <input type="checkbox"/> All levels
Detailed description of presentation <i>(About 500 words)</i>	
Have you given this presentation before? If yes, please indicate where and when.	
Are you able to host this session at your location? If yes, please indicate maximum number of attendees.	
Will this session take longer than 60 minutes including Q&A portion?	
Is this an online session?	
Do you have any preference regarding what month/day you present?	

Please personalize and rename this file: **YourLastName_RFP.doc**
 Send the file to [Ashley Allen, IABC Boston President](#) by September 11 and include the following in the subject line: **IABC Boston Speaker RFP 2015-2016.**