



Seize the Day

Thursday, March 17, 2022

McNamara Event Center | Univ of MN Twin Cities Campus

Call for Presenters

The Convergence Summit debuted in 2015 from the need to get a larger look at the communication profession in light of the seemingly endless changes to business communication practices, messages, channels. The aspects and roles are evolving and morphing. How we make sense of this type convergence in this time of social unrest and health crisis?

The Convergence Summit is for PR, communications, and branding professionals who want to be ready for what's next. This event brings together experts from both the business and academic realms to explore the changes and challenges for business communicators. The Summit will equip senior and mid-level professionals from corporations, agencies, and academic institutions with the theoretical rationale and practical applications.

A collaborative effort between IABC Minnesota and the Minnesota Journalism Center at the Hubbard School of Journalism & Mass Communication seeks provide a forum for exploring answers by connecting theory and reality in business communication. The Summit uses a highly-interactive format featuring keynotes, discussions, and breakouts to engage an audience.

The 2022 Convergence Summit will be held in-person and offers an opportunity to:

- Gain insights from the latest strategic communication research and discover its practical application
- Discover the latest developments across communication disciplines
- Network with distinguished colleagues from various industries
- Interact with speakers and topics to further learning

Programming for Convergence Summit 2022 will be based on two tracks: 1) Your Career (personal development), and 2) Your Impact (making an impact in your organization)

We are accepting applications from speakers who have content that aligns with the goals and focus of the event. Speakers will receive recognition/publicity through event promotion, a ticket to the full-day event (\$300-\$450 value) which includes lunch, and complementary parking at the parking ramp adjacent to event venue.

For consideration as a speaker, complete the attached Call for Presenters below and return to paulomodt@gmail.com before midnight on **January 28, 2022**.

See <https://summit.iabcmn.com> for more information about the event; including descriptions of last year's sessions.



Thursday, March 17, 2022

Call for Presenters Application

Presenter Name:

Organization:

Position/Title:

Email:

Phone:

(optional)

Co-presenter Name:

Organization:

Position/Title:

Subject Area: Your Career (career/personal development)
 Your Impact (organizational- getting/keeping your seat at the table)

Presentation Title:

Describe the Presentation:

3 to 5 Key Points to be Learned:

Describe the Relevance to the Convergence Theme:

Describe the presentation Style. (How will you engage and/or create interactions with the audience?)

Would you be willing to help promote your session and the Summit by participating in the activities below?

- Write blog post related to topic
- Being interviewed for blog post via phone call
- Responding to interview questions via email
- Prepare a 20- to 30-second promotional video clip
- Be interviewed and recorded by a Summit committee member who will prepare a short video