

# Conference Educational Session Submission Form



## SESSION CONTACT INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Are you a  Nonprofit Federation Member  DMA Member  Corporate Partner  Other

## SESSION INFORMATION

Presentation channel and topic/category (check all that apply):

Channel:

- Direct Mail  Digital  Telemarketing  Social Media  
 DRTV/Radio  Multi-channel  Emerging Channels

Topic:

- Acquisition  Retention/Cultivation  Monthly Giving  Midlevel Giving  Planned Giving  
 Lapsed Reactivation  Creative Strategy  Production  Testing  Analytics/Modeling  
 Channel Integration  Research/Government Affairs/Strategic Planning  Other \_\_\_\_\_

Format (choose one):

- Case studies — MUST include sharing of results  Discussion panel  
 Educational lecture — MUST include instructional handouts  Interactive nonprofit-only roundtable discussion  
 Other: \_\_\_\_\_

Title of session: \_\_\_\_\_

Brief description:

Intended audience: \_\_\_\_\_

Session objectives:

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## SPEAKERS & MODERATOR INFORMATION

### SPEAKER 1

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

### SPEAKER 2

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

### SPEAKER 3

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

### SPEAKER 4

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

### SPEAKER 5

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

### MODERATOR

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_ Email \_\_\_\_\_

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## SESSION GUIDELINES

Submission of a program **DOES NOT** guarantee acceptance — sessions will be added to a database archive.

Sessions may not contain direct sales “pitch” information.

Industry suppliers/agencies/vendors may invite current client/customers as co-presenters.

Sessions must include nonprofits who are not clients.

Commercial (for profit/“Partners”) are required to pay a speaker registration fee if the session is selected.

### SUBMIT COMPLETED FORM TO

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