

2016 CONFERENCE

MAY 27-28 MAI
EDMONTON



WANTED: Ideas!

Newspapers Canada invites you to share your ideas and case studies with the newspaper industry at the 2016 National Conference.

We are looking for dynamic speakers with great business ideas that conference attendees can take home and implement. The catch? Say everything that needs to be said in seven (7) minutes or less.

We are looking for a wide variety of ideas, especially:

- Practical tips
- Revenue-generating ideas
- Ideas that engage and grow audiences
- Experiments
- New initiatives
- Problem solvers
- Unique innovations
- Best practices
- Top 10 lists
- Transferrable ideas – can be adapted and implemented by others

Recently implemented ideas with well-articulated strategy and measurable results are preferred over abstract concepts. Case studies may be submitted, but no sales pitches, please.

Don't think 7 minutes is enough?

It can be done! To deliver a great short-form conference presentation, boil your presentation down to 20 slides, and speak for 20 seconds per slide. The key is to talk about the features that are the most interesting. Or, the most crucial. Or, that most surprised you.

There will be plenty of opportunities to have a longer conversation:

- Networking break after every six presentations
- The conference luncheon
- At the bar
- At the hospitality suite
- By email after you go home
- By phone after you go home

You can also provide handouts or share your presentation with conference attendees.

Proposals must meet the requirements outlined in this document.

Who can submit a proposal?

Anyone who's passionate about their idea. We'll choose 12 ideas that best fit with the central theme of the conference, which is to celebrate, motivate and educate newspapers.

What's in it for me?

If your idea is selected, you'll get free admission to the May 27 conference. So for one idea, you'll get at least a dozen more to take home.

How do I submit?

Instructions are in the Proposal Outline included in this document. Submit your proposal to tongkeko@newspaperscanada.ca.

When is the deadline?

Proposals will be accepted until Friday, April 1, 2016, **but don't wait**. Send yours in now for early consideration.

How will I know if I'm selected?

The planning committee will review proposals as they are received and announce speakers in one or more groups over the coming months. If you have been selected, we will contact you prior to this announcement.

If you have any questions, please contact Tina Ongkeko, Managing Director, Member Services, tongkeko@newspaperscanada.ca.

About the 2016 National Conference

Co-hosted by Newspapers Canada, the Alberta Weekly Newspapers Association, and the Association de la presse francophone, the 2016 National Conference takes place on Friday, May 27, in Edmonton, Alberta. The conference promises to deliver innovative business strategies, practical ideas, and creative ways for newspapers to serve and connect with their communities.

The National Conference is the Canadian newspaper industry's largest annual gathering, attracting hundreds of top-level newspaper representatives from across Canada. The conference is attended by newspaper publishers, corporate media executives, and senior management, including editors-in-chief, advertising and marketing directors, circulation directors and heads of digital and multimedia.

Call for Speakers: 2016 National Conference Proposal Outline

Proposals must include the following:

General Information:

1. **Name of company or newspaper. A brief description may be included.** (100 words max).
2. **Name, title and bio of presenter:**
The bio should highlight career or educational experience, awards, etc. Do not describe your organization's products or services. (100 words max)
3. **Speaking and/or Teaching Experience:**
List any local, national, or international speaking and/or teaching experience.
4. **Contact Information:**
Note: If this proposal is being submitted by someone other than the speaker, please put submitter's name, email, and phone in this section. You must also provide contact info for the speaker so we can contact the speaker directly to discuss his/her proposal.
 - Name:
 - Job title:
 - Company:
 - Phone:
 - Mobile Phone:
 - Email:

Session Information:

5. **Name of idea** (up to 75 characters - approximately 8 words)
6. **Have you presented or will you be presenting this idea at any other events (online or in person)?** [Yes / No]
 - a. If yes, list the event and date.
7. **Have you submitted this idea for any other future events?** [Yes / No]
 - a. If yes, list the event and date and indicate if it has been accepted.

8. Session Description:

Write a one- or two-paragraph overview of the idea. If selected, we will use this information to form your session description. Please consider the following in the description:

- Describe the issue or problem that this idea addresses.
- Describe how this idea addresses this issue or problem. Include central goal or strategy.
- Why is this topic of interest to the attendees? (What's in it for them?)
- List the technologies/platforms/devices that you will be demonstrating or discussing in your presentation.

9. Target Audience (check all that apply):

- Publishers and General Managers
- Corporate media executives
- Editors
- Advertising Managers
- Marketing or Special Project managers
- Digital/Multimedia managers
- Journalists/Reporters
- Photographers
- Sales personnel
- Designers
- Production personnel
- Circulation personnel
- Other _____

10. Technology:

Please indicate which of the following components you intend to use with your presentation (check all that apply):

- Powerpoint presentations
- Photo galleries
- Video
- Online/social media tours and/or demonstrations
- Other _____

11. Other Notes

Deadline:

Submit proposal on or before Friday, April 1, 2016, to tongkeko@newspaperscanada.ca.