



The Second Annual **Bridge to Integrated Marketing & Fundraising Conference** *Hilton-Washington, July 8-10, 2007*

Call for Speakers – Deadline March 30, 2007

You've heard the buzz...

The first Bridge Conference in July 2006 was a great success, with an amazing array of speakers and educational sessions, more than 100 exhibitors and well over 1,000 attendees. Plans are now underway for the follow-up event in 2007, and the educational teams are starting now to recruit speakers and panels. The conference will once again be co-hosted by the Direct Marketing Association of Washington (DMAW) and the Washington DC Metro Area Chapter of the Association of Fundraising Professionals (AFP/DC), and sessions will support the educational missions unique to and shared by each group.

Dynamic presenters wanted!

If you're willing to share your expertise next summer as a speaker or panelist, please let the conference planners know. We're interested in intermediate and advanced 90-minute presentations—case studies, industry studies, analyses of giving trends, information on audience and donor demographics and behaviors, lectures, or panels.

Here are some of the topics of interest:

- Internet marketing & retailing
- Search marketing
- Multi-channel retailing
- Affinity marketing
- Branding & loyalty marketing
- B-to-B marketing
- B-to-C marketing
- Subscription marketing
- Membership marketing
- Cause-related marketing
- Vertical & segment marketing
- Marketing to specific age & ethnic groups
- Privacy issues
- Lists
- Creative breakthroughs
- Direct response fundraising
- Major gifts
- Advocacy fundraising
- Fundraising for associations and membership organizations
- Social entrepreneurship
- Foundation grants
- Planning giving and wealth transfer
- Prospect research
- Board development
- Campaign planning for marketing or fundraising
- Campaigns
- Online and new media fundraising
- Corporate fundraising
- Fundraising for educational institutions
- Public funding

Submission Guidelines

- Participants expect to receive printed materials that complement your presentation. Speakers must provide handouts at their own expense.
- All speakers are responsible for their own travel and lodging expenses unless prior arrangements have been made.
- Bridge Conference educational sessions are non-commercial forums. Presenters from commercial firms are encouraged to co-present with an individual who is not an employee of the presenter's firm. A presenter may invite a current client or customer to co-present. Under no circumstances should the Bridge Conference podium be used as a place for direct promotion of a speaker's product, service or monetary self-interest. This does not apply to exhibitor-related demonstration sessions. Companies whose presenters violate this rule may not be invited to speak at future AFP/DC or DMAW events.
- Sensitivity to diversity (including racial/ethnic, gender, sexual orientation, and disabilities) is extremely important to our members. Speakers should tailor their presentations accordingly.
- Proposed presentations will be evaluated based on relevance, importance, and originality, and upon the speaker's knowledge and experience.



2007 Bridge Conference Speaker/Session Information Form

Proposed Session Title: _____

Contact Information:

- contact listed below is the speaker contact listed below is scheduler for the speaker

Speaker or Contact Name:

Contact Title:

Contact Organization:

Contact Address:

Contact Phone :

Contact Fax:

Contact Email:

Speaker Name(s), Title(s), and Affiliation(s):

Brief Session Description: (200 words or less):

Intended Audience:

- Entry level with 0-2 years experience Senior level with 7-9 years experience
 Mid-level with 3-6 years experience Advanced level with 10+ years experience

Learning Outcomes:

At the conclusion of this session, participants will:

- 1.
- 2.
- 3.

Speaker Biographies: (200 words or less per person):

Return completed speaker information forms to: 2007 Bridge Conference, c/o Conference Inc.,
11709 Bowman Green Drive, Reston, VA 20190. Fax: (703) 904-7240,
Email:ashleighd@conferenceinc.com. Please contact Ashleigh Dorfman, (703) 904-6933, for more information.

DEADLINE: March 30, 2007.

PLEASE NOTE:

Proposals that are incomplete or that do not conform to word limits will not be considered.