



CALL FOR ROUNDTABLE MODERATORS

Due: January 30, 2026, 5pm CST

SMPS Southeast Louisiana is seeking dynamic facilitators to lead interactive roundtable discussions at our upcoming event, MAKING BIG MOVES 2026, which will be held April 15, 2026 at Metairie Country Club.

This is your chance to showcase your knowledge, inspire your peers, and explore innovative strategies that go beyond the expected.

SMPS Southeast Louisiana is a self-funded community of marketing and business development professionals. Our mission is to advocate for, educate, and connect leaders in the building industry. Our vision is Business Transformed through Marketing Leadership.

WHO WILL BE THERE?

50+ attendees including marketers, business developers, technical professionals, and principals

WHAT DO THEY LEARN?

Knowledge and training to build business that adheres to the SMPS six domains of practice:

- Marketing Research
- Marketing Planning
- Client & Business Development
- Proposals
- Promotional Activity
- Management

WHEN IS THE DEADLINE?

Friday, January 30, 2026
5pm CST

Submissions should be emailed to:
Robin Carubba
Director of Programming
robin@carubbaengineering.com

WHAT WE'RE LOOKING FOR

We're looking for moderators who bring fresh perspectives, share practical insights, meaningful expertise, emerging trends, and real-world stories. If you enjoy sharing lessons learned, practical takeaways, or insights that spark discussion and add value, we'd love to hear from you.

We're seeking moderators to facilitate discussions on topics below or similar ones within the following categories:

1. Marketing Research

- How to Build a Smarter Go/No-Go Process Using Real Data
- Market Forecasting: What Indicators Should A/E/C Firms Really Be Watching?
- Client Intelligence: Tools & Methods for Understanding Decision-Makers

2. Marketing Planning

- Building a Marketing Plan That Leadership Actually Uses
- Aligning Marketing Strategy With Firmwide Business Goals
- Content Planning for A/E/C: What Moves the Needle?

3. Client & Business Development

- Modern Relationship Building: Strategies That Go Beyond Networking
- Partnering With Technical Staff to Strengthen BD Efforts
- Best Practices for Tracking Client Touchpoints & Conversations

4. Proposals

- Strategies for Writing Clear, Client-Focused Proposals
- How to Make Your Proposals Stand Out Without Overdesigning
- Proposal Workload Management: Tools, Templates & Time-Saving Tricks

5. Promotional Activity

- Building a Brand Presence That Wins Trust in the A/E/C Industry
- Social Media Strategies That Actually Work for A/E/C Firms
- Storytelling for Engineering & Construction Firms

6. Management

- Managing Up: How Marketers Can Influence Firm Leadership
- How to Build a High-Performing Marketing Team
- Creating Processes That Improve Efficiency and Reduce Burnout

7. Professional Development

- Career Mapping: How to Grow in the A/E/C Industry
- How to Move From Marketing Support to Strategic Leadership
- Certifications, Training & Credentials That Boost Credibility

Why Participate?

- Share your expertise with a highly engaged audience of A/E/C professionals.
- Build your personal and professional brand as a thought leader.
- Contribute to the growth and innovation of the A/E/C marketing community.



PROGRAM APPLICATION: PART 1

SESSION INFORMATION

Session Title _____

Session Description (150 words max.)

Takeaways / Action Items (three to five)

1. _____
2. _____
3. _____
4. _____
5. _____

Target Audience

Beginner (1-3 years of experience in the industry or brand new to the topic)
Intermediate (4-7 years of experience or some previous knowledge on the topic)
Advanced (8 + years of experience or someone with advanced knowledge of the topic)

Select the Domains of Practice Covered in Your Presentation

Marketing Research	Promotional Activity
Marketing Planning	Management
Client & Business Development	Other / Not Known
Proposals	

If providing handouts, please describe:

If this program has been presented previously, please indicate when, where, and provide evaluation scores/references.



PROGRAM APPLICATION : PART 2

SPEAKER INFORMATION

Speaker Name _____

Company / Affiliation _____

Title _____

Street Address _____

City/State/Zip _____

Preferred Telephone _____ E-mail _____

Facebook _____ LinkedIn _____ Twitter _____

Speaker Bio (100-150 words max.)

Past Speaking Experience

Link to online video of a previous presentation (if available) _____

1-2 Speaking References (Name, Organization, Title, Phone Number, E-mail)

1.	2.
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If you are an SMPS Member, please provide the following:

Member No. _____

CPSM

Fellow

Chapter _____

If you are not selected for a speaker at this event, would you like to be contacted for additional presentation opportunities?

Yes

No

**** IMPORTANT NOTICE **** By submitting this application, you are granting the SMPS SeLA Chapter permission to use speaker photos, bios, social media, and presentation materials in promotional activity prior to, during, and after Making Big Moves 2026.