



AMERICAN MARKETING
ASSOCIATION

2026 Call for Proposals Information Session

Symposium for the Marketing of Higher Education

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Agenda

Elise Melendez

Director, Professional Communities
American Marketing Association

Jenny Petty

Vice President, Industry Relations & Advisory Services
SimpsonScarborough

Marina Cooper

Senior Associate Vice President, Integrated Marketing and Brand
The Johns Hopkins University

Elias Martinez

Associate Vice President of University Marketing and Communications
Texas State University

Speaker Intros

2026 AMA Symposium for the Marketing of Higher Education

Gaylord Rockies Resort & Convention Center

6700 North Gaylord Rockies Boulevard, Aurora, Colorado, 80019

November 8-11, 2026

- Sunday, Nov 8: Pre-Con Add-Ons, Half Day
- Monday, Nov 9: Main Event, Full Day
- Tuesday, Nov 10: Main Event, Full Day
- Wednesday, Nov 11: Main Event, Half Day

Who attends?

- Marketers at all levels and all institutions
- Specialists and generalists
- Partners

Symposium Overview

What is the Call for Proposals?

This is a formal invitation to individuals and organizations in the field of higher education marketing to submit a proposal for a presentation, panel or workshop and participate in the conference program. The AMA and the planning committee are looking for your contributions to build a diverse and engaging program that aligns with the needs of this community. These proposals are reviewed and selected by the planning committee. Choosing to join the conference as a presenter is an opportunity to present new content to strengthen and advance the profession of higher education marketing.

Program formats accepted during the call:

- Breakout Session: Presentation
 - 50 minutes, including a presentation with q&a with up to 3 presenters
- Breakout Session: Panel
 - 50 minutes, including q&a with up to 3 speakers and 1 moderator
- Workshop
 - 120 minutes, focused on skill building with up to 4 facilitators

Call for Proposals Overview

- A clear and engaging session title (8 words maximum)
- All presenter names, titles and affiliations, with contact information, a headshot and a bio (100 word maximum)
- A 100 word summary encapsulating the session and its takeaways. (If selected, this description will be used as the session description.)
- A full session description (400 word maximum) describing the goals and objectives of the presentation and demonstrating your mastery of the subject matter. This description should be very clear regarding the value to conference participants and include key learning outcomes or takeaways from the session.
- 3 clear learning objectives or takeaways with specific, measurable, actionable, realistic and time-bound language.
- Selection of a topic category/track
- Identification of content level
- If you have previously presented or will be presenting your submission's content, include when you presented and at what event.
- Our preference is for submissions to be new/original content when presented at AMA.

Proposal Submission Guidelines: Requirements



8 distinct yet complementary tracks

Leadership & Organization

- Empowering emerging and senior leaders with strategies for their departments, teams, universities, and careers.

Strategy & Planning

- Developing strategy, frameworks, and big-picture plans that align brand and marketing activities with institutional mission, strategic plans, and/or business goals.

Enrollment, Retention & Fundraising

- Driving revenue and audience engagement through campaigns, affinity and awareness building and activities that support institutional enrollment, retention, and fundraising.

Marketing Technologies (MarTech) & AI

- Utilizing technology and AI-driven tools to enhance marketing impact, efficiency, and productivity.

Signals & Shifts

- Examining the forces reshaping higher education marketing and the strategies institutions are using to respond in real time.

Research and Impact

- *Leveraging data-driven processes and tools to gain audience insights, assess performance, refine strategies, and initiate action.*

Branding & Content

- Showcasing the creative and tangible ways an institution's brand position and value proposition are brought to life through compelling brand campaigns, content, and storytelling.

Reputation & Communications

- Shaping and defending institutional reputation through strategic communication, media relations, and thought leadership.

Proposal Submission Guidelines: Tracks

Expectations of Submitting

- Be available to present in person in Aurora, CO (Denver Area)
- Breakout Session (Presentations and Panels) and workshops may be on Monday, November 9, Tuesday, November 10, Wednesday, November 11
- Please ensure you are prepared to share the content of your presentation in the conference app

Registration

- Each selected session includes one complimentary registration
- If there are multiple presenters they will be responsible for registering, there is a 20% registration discount for additional presenters

Timeline

- Monday, April 20th at 11:59 PM ET*: Submissions closed
 - Due to the number of submissions received in 2025, we do not anticipate extending the proposal deadline.
- Week of June 22: Selected proposals will be notified

All submissions will be notified by email through Ex Ordo regardless of whether you are accepted or denied. You can also log into the platform to view the status of your submission after June 22.

Proposal Submission Guidelines: Expectations & Timeline

Who should submit?

- Marketers and communicators of all levels at colleges; universities; and graduate, professional, and specialized schools
- Diversity and inclusion leadership/subject matter experts
- University leaders and policy makers
- CMOs and CCOs at colleges and universities
- Research and planning specialists
- Industry experts who can lead or facilitate engaging discussion
- Agencies, consultants, and solution providers with experience serving higher education*

**Presenters with primary employment outside of an institution of higher education must have a co-presenting institutional partner who is actively involved in the content and presentation. Not having an institutional partner included in the submission will result in rejection of the proposal.*

Can I submit more than one proposal?

- Yes, you can submit more than one proposal. However, given the volume of submissions received and the desire for a wide variety of content, we will only select a speaker/institution once per programming format. No more than 3 proposal submissions.

Who should submit?

Presenters are responsible for the concept, creation and execution of their presentation.

The committee will review proposals from the audience perspective and the overall event experience.

Key elements to ensure are clearly communicated in your proposal are:

- What is the relevance to the audience (and not just your accomplishment)?
- Is it something innovative or unique that the audience will find interesting?
- Is it supported by research, data, evidence, etc.?
- Are there clear learning outcomes and key takeaways?
- Speaker expertise and collaboration

Crafting a Great Proposal: What makes a good proposal?

1. Brainstorm a session topic
2. Choose your format
3. Consider presenters/collaborators
4. Choose your track
5. Create your submission
6. Proofread & double check your submission

Crafting a Great Proposal: Before You Submit

1. Visit <https://amahighered2026.exordo.com/>
2. Create an account (or login if you've submitted in past)
3. Click on "submit your abstract" on the dashboard
4. Review the submission overview, click "next" to begin your submission
5. Input your title, short abstract and extended abstract (all fields are required and there is a word limit for each), click "done" to go to the next step
6. Input author information for each presenter that will be on the proposal (all fields are required, including a headshot and the name of your org), click done to go to the next step
7. Input a biography for each presenter that will be on the proposal (this is a required field), click done to go to the next step
8. Choose one topic (track) for your submission (this is a required field), click done to go to the next step
9. In the final section, input your preferred session format, a minimum of 3 clear learning objectives or takeaways, the primary content level and the primary audience (these are required fields), click done to save and complete your submission
10. You will be able to review your submission details as well as edit or withdraw up until the deadline of April 20
11. After the submission period closes and the reviews begin you will not be able to make edits.
12. You can log into the platform after June 22 to view the status of your submission

Using Ex Ordo

Wrap Up

- Deadline: Monday, April 20th at 11:59pm ET
- Call for Proposals:
 - <https://www.ama.org/ama-symposium-for-the-marketing-of-higher-education-call-for-proposals/>
- Ex Ordo Submission platform:
 - <https://amahighered2026.exordo.com/>
- Further Questions & Support:
 - Elise Melendez
 - emelendez@ama.org

Questions?



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Thank you!

We look forward to your submission!