

2020 NARPM Broker/Owner Conference & Expo Call for Presentations

The 2020 NARPM Broker/Owner Conference will be held April 20-22, 2020 at the Turtle Bay Resort in Hawaii.

The deadline to submit a proposal is September 27, 2019.

Notification of acceptance will be made no later than November 1, 2019.

Proposed workshops/breakout sessions are now being considered for the 2020 NARPM® Broker/Owner Conference & Expo. This is the premiere event for Brokers and Owners. It is an exclusive event and attendance is limited to 500. Consider becoming a part of the rich NARPM® tradition of sharing professional and business knowledge by submitting a proposal to speak.

As you consider submitting a presentation proposal, keep in mind that NARPM® Broker/Owner Conference attendees want practical knowledge – give attendees ways to become more effective professionals, information that can be applied or tools that can be put to use, and job aids which are always popular. Theory is useful only when session participants are shown how to use it. Learning is not a passive activity. Give yourself a break – let others help do the talking. Attendees usually learn best when they are doing, not only when they are listening. Involve participants by asking questions, using exercises, and other activities. Popular themes include elements of risk management, business growth and using technology.

All NARPM® members are invited to submit proposals for Conference Presentations using this form. The professional submitting this proposal for the program is responsible for contacting all co-presenters and for all details including proposal submission, communication with co-presenters, presentation format and audio-visual requests. The Association will provide a screen and projector for sessions needing them. You must provide your own laptop for any PowerPoint presentations. The Association will determine if and what type of microphones will be used in each session. Requests for additional audio/visual equipment will be considered on a case-by-case basis. Internet access in the meeting space is not provided by NARPM®. Please note: NARPM® policy states that Affiliates may not attend or speak at this NARPM® event unless they are paid exhibitors at this event.

The Conference Planning Committee will review all proposals that are submitted by the deadline until the program is complete. Proposals must be typed, with all information filled out completely. This form has data entry sections to complete the information. Submissions must also include a video clip or link to a video clip featuring the presenter speaking to a group. Incorrect, handwritten or incomplete submissions will be returned and not considered until properly submitted. NARPM® policy states that Affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.

Note: We reserve the right to change your presentation format and/or length, if necessary, in order to balance the conference program. If this becomes necessary, we will contact you.

Email address *

dawn@elegantword.com

Session Title

The Art of Storytelling: how to grow your business, make money, and build relationship through persuasive storytelling

Session Format

Workshop

Panel Discussion

Other: Keynote or workshop

Presenter's Name

Dawn Herscher

Presenter's Company

Elegant Word

Presenter's Email Address

dawn@elegantword.com

Presenter's Phone Number

818-472-3913

If necessary, please list all Co-Presenters (up to 3) Names & Email Addresses

Presenter's NARPM Membership Type:

Describe your public speaking experience:

TEDx talk, keynote speaker at major events/conferences like IMEX, CEMA, etc.

Please provide references:

Olga Rosenbrook, 916.408.3700 & Susie Kappas, 818.515.8578

Please upload a video clip featuring the presenter(s) speaking to a group.

Please upload your presentation slides here. (Do not email to staff or committee members.)

Session Summary

<https://www.youtube.com/watch?v=CAFvNgwSDEs>

<https://www.corporateeventnews.com/news/cema-summit-2019-delivered-inspiration-innovation-and-camaraderie-event-marketers>

Storytelling is hardwired into all of us. It's how we see the world, and how we explain it. But what actually constitutes a story? And how do we craft a story that truly engages our audience, whether it's our colleagues or our customers? This highly practical presentation and workshop explores the art and science of storytelling, drawing upon everything from the lessons of Aristotle to the techniques of Hollywood screenwriters. Concepts will be illustrated by real-world examples from a variety of media, and attendees will be shown how these concepts apply directly to business storytelling. They will leave with a better understanding of how to uncover the right story, and how to use that story to engage their clients. What you'll learn about storytelling:

- 1)What a story is and what it's not
- 2)What makes a story "strategic"
- 3)The critical importance of story structure
- 4)Why Big Ideas are critical and how to uncover them
- 5)The importance of drama and conflict
- 6)The importance of forward-motion
- 7)How these principles apply to business storytelling
- 8) How stories make money

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