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## Speaker lineup for 2012 Society for Marketing Professional Services Northeast Regional Conference

May 03, 2012 - Front Section

The Society for Marketing Professional Services (SMPS) Northeast Regional Conference (NERC) committee announced its speaker lineup for the 2012 meeting. The theme for the 2012 NERC is "The New Reality - Focus & Engage." The conference, hosted by SMPS Connecticut will take place May 9th -11th. The speakers and presentations include:

- \* Getting Your Team to Do Thought Leadership, led by Christina Inge, principal, Christina Inge eMarketing;
- \* Luncheon address by SMPS president Frank Lippert, FSMPS, CPSM, Business Development Director, David Evans and Associates, Inc. and SMPS National president;
- \* Who Gives A Tweet, led by Christine Hollinden, CPSM, principal, Hollinden;
- \* Fast Future - 15 Uber Trends that will Rock our World, led by John Doehring, president, J. Doehring & Co., LLC;
- \* 10 Steps to Launching Award Winning Communications, led by Chris Stockwell, chief marketing officer, GEI Consultants, and Susan Shelby, CPSM, principal, Rhino Public Relations;
- \* How to Leverage Industry Affiliations, led by Kathy McAfee, America's Marketing Motivator, Kmc Brand Innovation.
- \* Friday's keynote address is "Art of Collaboration," led by Barry Svigals, FAIA, managing partner and director of design at Svigals + Partners.

Thursday's keynote address will be given by Steve Sisgold, whose presentation will focus on "Staying Resilient, Engaged and On Purpose.....No Matter What!" Prior to becoming a successful author, speaker and coach, Sisgold applied the principles he teaches in the business world. He was #1 of 500 salespeople with a Fortune 500 corporation, plus a breakthrough coach to many best-selling self-help authors, Grammy Award-winning recording artists, as well as wellness and business leaders.

### About SMPS Connecticut

The Connecticut Chapter of SMPS was created in 1983 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes nearly 100 professional marketers from all over the state and at all levels and stages of their careers.

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