



HOW TO SUBMIT YOUR 2027 CONFERENCE SESSION PROPOSAL

AUGUST 31, 2026

2027 CONFERENCE
MARCH 22–24, 2027

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Today's Conversation

- The 2027 proposal process + key dates
- Best practices for a strong submission
- Topics we'd love to see in 2027
- What has made past proposals stand out
- Your questions

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The 2027 Call for Proposals

- Who can submit?
 - Eligibility
- What can you propose?
 - Session types/formats
- Can you submit with a co-presenter?
- Cost/registration expectations for presenters

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Mark Your Calendar

Date	Details
Tuesday, September 1	Call for Proposals Opens
Friday, October 23	Call for Proposals Submission Deadline
Friday, November 13	Presenters Notified
	Final Session Details Published
	Sessions Announced
March 22 - 24, 2027	2027 CUPRAP Conference

START WITH THE ATTENDEE

What will someone be able to do differently because they attended your session?

Start there. Build backward. A strong proposal makes three things clear:

1. THE CHALLENGE

- a. What problem, opportunity or question are you addressing?

2. THE VALUE

- a. Why should a CUPRAP member care?

3. THE TAKEAWAY

- a. What will they leave knowing or able to do?

Turn Your Topic Into a Session

You have a topic...	Make it a session...
Artificial Intelligence	How We Built an AI Policy Your Marcomm Team Actually Uses
Social Media	What We Learned After Rebuilding Our Student Social Strategy
Enrollment Marketing	Five Changes That Increased Our Campus Visit Conversions
Crisis Communications	The First 60 Minutes: Building a Crisis Communications Playbook
Branding	How to Get Campus Buy-In Before You Unveil the New Brand

Specific beats broad.

You aren't proposing everything you know about a subject.
You're proposing one useful conversation about it.

Make Every Part Work

- **TITLE**

- Would you click on it?

- **DESCRIPTION**

- Does it clearly explain why someone should attend?

- **LEARNING OUTCOMES**

- Are they specific and actionable?

- **PRESENTER INFORMATION**

- Does it establish why you can help lead this conversation?

- **FORMAT**

- Does the way you plan to present match what you're promising?

What Does CUPRAP Want to Talk About in 2027?

- AI + Emerging Technology
- Enrollment + Recruitment
- Social Media + Digital Strategy
- Brand + Reputation
- Crisis + Issues Management
- Storytelling + Content
- Internal Communications
- Media Relations
- Leadership + Managing Teams
- Measurement + Analytics
- Doing More With Less
- Career + Professional Development

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If you're dealing with it, chances are another CUPRAP member is too.

Who We'd Like to See Present

- All levels of your organization. Junior-level employee presentations are just as valuable and actionable as C-Suite sessions.
- A variety of skill sets and responsibilities.
- Increased variety of institution/audiences served.
- Speakers with diverse backgrounds, viewpoints, life experiences, and career paths.
- First-timers, CUPRAP lifers, and everyone in between.
- Past CUPPIE winners.

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What's Happening at Your Institution?

Think about the last 12 months. What did your team

- **TRY?**
 - A new approach, channel, tool or campaign
- **SOLVE?**
 - A persistent communications challenge
- **CHANGE?**
 - A process that wasn't working
- **LEARN?**
 - Something that surprised you
- **MEASURE?**
 - Results that changed your thinking
- **SURVIVE?**
 - A challenge others can learn from

What Makes a Proposal Stand Out?

- **Specific**
 - We know exactly what the session is about.
- **Timely**
 - The topic matters to higher ed marketers and communicators now.
- **Useful**
 - Attendees leave with ideas, strategies or tools they can use.
- **Transferable**
 - The lessons work beyond one campus.
- **Credible**
 - The presenter has experience worth learning from.
- **Engaging**
 - It's more than someone reading slides. The format creates opportunities for examples, discussion, interaction or application.
- **Not Sales Based**
 - It's not a pitch for a product or service

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Before you write your proposal, finish this sentence:

After attending my session, participants will be able to _____.

If you can't answer that clearly yet, keep working on the idea before you start writing the proposal.



YOUR TITLE IS YOUR FIRST PITCH.

Avoid titles that are so clever attendees can't tell what the session is about.

Too broad:

Building a Better Brand

Better:

Beyond the Brand Guide: Getting Your Campus to Actually Use Your Brand

Too broad:

AI in Higher Education

Better:

From Experiment to Everyday: How Our Communications Team Put AI to Work



Pause before you submit:

If I saw this description in the conference program, would I choose this session?

You don't need a groundbreaking idea.
You need something you've learned that's worth sharing.

2027 CUPRAP Conference
March 22–24, 2027

Session proposals open September 1.

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