



**American
Marketing
Association**

Pittsburgh Chapter

SPEAKER PACKET



SPEAKER PACKET

WHO WE ARE

AMA Pittsburgh is the largest professional marketing association in Western Pennsylvania and the premier resource for marketing professionals and students. With support from the national AMA organization, AMA Pittsburgh attracts professionals from businesses of all sizes, all levels of experience and all types of marketing positions. At current count, we have over 300 members, 13 collegiate affiliate chapters and nearly 1,500 friends of the chapter who attend our events and activities.

OUR VISION

AMA Pittsburgh strives to be the marketing thought leader within Western Pennsylvania. We commit to providing the highest quality networking, programming and professional development opportunities and to focus on meeting the needs of our members.

MEMBERSHIP

The membership of AMA Pittsburgh mirrors the region's progression from a city that was home to some of the largest corporations in the nation to one that's evolved into a service-driven economy led by top-tier brands.

Over 60% of our members are employed by, and provide marketing services to companies recognized as industry leaders including U.S. Steel, PPG Industries, H.J. Heinz, Consol Energy, PNC and others. We also have members who are employed by our world-renowned universities and healthcare institutions including Carnegie Mellon University, Duquesne University and UPMC Health System.



EVENT OVERVIEWS

During the course of our programming year, we produce numerous events in a variety of formats that appeal to the different segments of our membership. Three formats that you should consider for a speaking engagement include:

Luncheons Events: Our luncheon series is scheduled monthly, September through June, and features compelling senior marketers from industry who present unique aspects of their company's marketing initiatives. We strive for a diverse array of speakers and industries to offer our members a good balance of marketing perspectives.

Number of Events Per Year: 7 to 9
Duration: 1½ to 2 hours
Average Attendance: 65 people

Summits: This series is designed to be instructional in nature, offering an actionable "how to" perspective and industry best practices that attendees can apply toward their own marketing objectives. Summits typically feature a blend of individual speakers, including a keynote speaker, and panels of experts in a particular marketing field.

Number of Events Per Year: 2
Duration: ½ Day with Lunch
Average Attendance: 90 people

Season Kick-Off Event: This premier event signals the start of our programming year and is typically held during an evening in September. We feature a distinguished speaker from an "A-list" brand who provides key insights to the attendees. Cocktails and hors d'oeuvres are served in a unique venue that we select based on the speaker's presentation.

Duration: 2 to 3 hours
Average Attendance: 100 people



SPEAKER BENEFITS

There are numerous benefits of speaking at an AMA Pittsburgh event including opportunities to:

- Reach the largest professional marketing organization in Western Pennsylvania and network with its members
- Position yourself and your company as a leading expert in your industry
- Meet the corporate sponsors of our organization and conduct a targeted presentation with their internal marketing staff before or after the event
- Gain exposure for your company through logo identification and name recognition on all event promotional materials
- Title sponsor the event at which you are speaking
- Distribute your book or other materials to the event attendees

Now that you know more about our organization and the benefits of a speaking engagement, please submit the form on the next page for consideration by our Board of Directors.

Thank You



Speaker Proposal Submission Form

Thank you for your interest in speaking at an AMA Pittsburgh event. Please adhere to the following guidelines when submitting your proposal. Proposals must not be "sales" oriented. Rather, the speaker should focus on best practices in marketing, new ideas and new applications. Handouts are strongly recommended for greater audience impact.

Submission Date	
Your Name	
Title	
Company	
Cell Phone Number	
E-mail Address	
First 3 date preferences	
Presentation Outline (please specify which marketing topic you will be addressing)	
3 Learning objectives “take home value” for participants	
Video or PowerPoint slides of your presentation	
Past speaking engagements (when, where, attendees, topic(s) and references)	
Speaker Bio (50 words or less)	
Company Bio	

Please direct your submission and any questions to Kim Butler, VP Programming, at:

E-mail: kimberly.butler@bnymellon.com
Telephone: 412-234-0294
Mail: Kim Butler
 The Bank of New York Mellon
 500 Ross Street, Suite 1260
 Pittsburgh, PA 15262

Proposals will be evaluated on the accuracy of the responses and the relevance of the subject matter. Please use additional paper as necessary for your proposal. Submission of a proposal does not guarantee acceptance to speak at an AMA Pittsburgh event.