GSMCON2027 Call for Speakers - Proposal Questions List

Preview questions in advance below! Don't delay - we encourage you to submit your proposal prior to the deadline if possible. If you have any questions, please reach out to Team GSM.

This sheet is only for your reference - your application must be completed via our online form: https://forms.governmentsocialmedia.com/gsmcon-call-for-speakers/

Step 1: Pre-selection

What entity do you represent?

- Public sector
- Private industry
- Freelance/consultant

Step 2: About your proposed session

Keep in mind that we may work with you to adjust your proposed session title or description.

Primary topic (Required). Select the primary topic of your proposed session. In the online form, after you select your primary topic, we'll show you which themes past attendees showed the most interest in through our recent survey. Use these insights as a reference as you shape your proposal - you're welcome to focus on one theme, combine several or explore something not listed.

- Accessibility
- Advertising
- Analytics & measurement
- Artificial intelligence (AI)
- Audience engagement
- Branding, graphics & design
- Content strategy
- Crisis communication
- First Amendment & public records
- Misinformation & rumors
- Platform strategy
- Professional growth & leadership
- Small teams or 1-person shop
- Social listening
- Social media policy

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- Time-saving tools & workflows
- Video production & editing
- I don't see my topic (you'll be asked to enter your topic if you don't see it listed)

Level (Required). For what experience level would you label this session? While we need sessions geared toward each level, Advanced sessions are always in demand.

> **Beginner:** For newer government social media professionals. Covers fundamental concepts for those with little experience on this particular topic.
> **Intermediate:** For experienced social media professionals and goes beyond high-level foundational knowledge. Offers an in-depth exploration of your topic to elevate attendees' proficiency.
> **Advanced:** For seasoned social media professionals who want to elevate their expertise to exceptional levels. Specialized topic that challenges participants with advanced techniques and applications.

Session Title (Required). Titles should be direct, clear, and descriptive. Narrow your scope so attendees can quickly understand what your session will cover. Ex. "Social Media Strategy" is too broad. "Content Strategy for Hard-to-Show Services" is more specific. (We may request alternative wording if selected.)

About your session description: See examples of great session descriptions + key takeaways!

Session Description Part 1: Paragraph (Required). Write a clear description of your session that will appear in event materials if selected. Don't add bullet points here (you'll do that in the next step). Maximum 575 characters.

Session Description Part 2: Key Takeaways (Required). List 3-4 specific, actionable takeaways attendees will gain from your session. These will appear directly below your paragraph description, so avoid repeating exactly the same info. Focus on the most valuable insights, skills or strategies they'll leave with.

Why should this session be selected? (Required). This response is for the review committee only. Tell us why this session belongs at GSMCON - Why does it matter to our audience right now or what makes your approach especially valuable? Maximum 475 characters.

What format might be best for this session? (Required). Making a selection here won't hurt your chances of being selected. We may suggest a different format, but this gives us an idea of your initial thoughts.

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Breakout Session: (45-mins to 1 hour) up to 500 attendees in-person; livestreamed to virtual ticket holders. (Good rule of thumb - breakout topic should be relevant to at least 300 in-person attendees)

Speed Session: (30-mins) up to 500 attendees in-person; livestreamed to virtual ticket holders; Change for 2027: one speaker for entire session. (Topic should be relevant to at least 300 in-person attendees)

Studio Live: (30-mins) ~100 participants; in-person only, not livestreamed. Good for topics appealing to smaller niche audiences. Additionally, Studio Live speakers may also be asked to host a roundtable.

Tech Lab: (30-mins) ~100 attendees; in-person only, not livestreamed. Good for demonstrating devices or other technology. Additionally, Tech Lab speakers may also be asked to host a roundtable.

Speaker Agreement (Required). By submitting your session proposal, you indicate that you've read our Speaker Agreement, and you understand that, if selected, you'll be required to accept and digitally sign the speaker agreement. **Important:** You understand that speakers are not paid and we do not cover any travel or accommodations. Obtain any needed permission from leadership before submitting the form.

Step 3: Contact Information

Please share your contact information. If selected as a speaker, your name, entity and social media handles may be published.

Authorization (Required). Please get approval from your supervisor, leadership or anyone necessary at your entity for you to present at GSMCON before submitting this form, to ensure there are no delays if you are selected as a presenter. You'll be asked to check a box confirming "I confirm that I've received any necessary agency approval for presenting at GSMCON."

- Name (Required)
- Pronunciation
- Email (Required)
- Preferred Phone (Required)
- Pronouns (Optional)
- Job Title (Required)
- Agency or Company (Required)
- Agency or Company website URL (Required)
- Work Address (Required)

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- What is your jurisdiction's population? Please skip if not applicable.
- Your professional LinkedIn profile

Other Social Media Profiles (Required). Enter the complete URL to any relevant social media handle. It may be your professional profile and/or your agency/company's profile. Keep in mind that these handles may be published on your speaker page.

Previous GSMCONs attended (Required). Have you attended GSMCON in-person or virtually in the past? Options are "I'm a first-timer" and "I have previously participated in GSMCON"

Headshot (Required). Your speaker headshot will be published in our event materials if you're selected. Please upload 1 or 2 clear, high resolution images. You authorize us to use either one or both, and to crop and/or remove the background if necessary to add to our marketing materials.

Brief Biography (Required). If selected as a speaker, this bio will be published on our site. Please write in third person ("Sonia Ramirez serves as the Marketing Director…") instead of first person ("I serve as the Marketing Director…").

Co-Presenter Details. **We strongly prefer sessions hosted by 1 person.** If you'd like to propose a second presenter, please check the box and make a compelling case.

Step 4: Speaking Experience

GSMCON speakers should be very comfortable presenting in front of a large in-person audience.

Are you an experienced presenter? Have you spoken publicly, taught a class or hosted a workshop before? If so, where and on what topics?

Video Sample 1 (Required). We'd love to see you in action! Please provide a link to any online video of yourself speaking or teaching, such as a YouTube, Vimeo or Zoom recording link to a speaking clip or interview. If you don't have an existing recording, simply create a short sample clip (1-2 minutes) of you speaking or teaching one of your session concepts.

Video Sample 2. If needed, share another video example with us.

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