Call for Proposals Now Open!

2027 Marketing, Membership, Communications + Tech Conference (MMC+Tech)

May 10-11, 2027 | Walter E. Washington Convention Center Washington, DC

Call for Proposals Open: September 22, 2026

Deadline for Submission: October 19, 2026

SUBMISSION GUIDE

CLICK THE START BUTTON TO BEGIN.

MMC+Tech: The Essential Event for Association Leaders

MMC+Tech is the premier event for association professionals who want to elevate their marketing, communications, and membership strategies. In today's rapidly evolving landscape, technology influences every facet of association management and that is why this conference delivers a dynamic lineup of sessions focused on cutting-edge tools and technology solutions designed to drive growth, engagement, and innovation.

WHO SHOULD ATTEND

Our audience includes mid- to senior-level professionals and decision-makers from professional and trade associations and supplier partner companies of all sizes. These professionals oversee key areas such as:

- Membership strategy
- Marketing
- Communications and public relations
- Technology integration
- Component relations

WHAT TO EXPECT

Attendees come for forward-thinking content that addresses today's challenges and tomorrow's opportunities. Programming reflects the latest trends, tools, and strategies.

The conference sessions will focus on approximately one-third of each of these focus areas:

- Marketing and communications
- Membership development and engagement
- Technology solutions

INSTRUCTIONAL DESIGN

ASAE invites proposals that apply strong adult learning principles and reflect current thinking in the field—grounded in theory, research, and practice. To create outstanding learning experiences, preference may be given to proposals that:

- Feature innovative and forward-thinking content
- Address specific career stages: early, mid, or advanced
- Encourage discussion and active audience participation
- Support knowledge sharing and skill development
- Offer varied learning formats to meet different learning styles
- Include approaches that support neurodiverse participants
- Present a clear business case backed by data or research
- Share practical examples and actionable takeaways
- Use goal-oriented or outcomes-based design
- Connect content to real-world association challenges through case studies
- Provide citation of sources
- Identify theory/theories that the proposal is building from

TOPIC AREAS/CONTENT FOCUS

As you plan your proposal submission, please consider the topic areas listed below which have been identified as potential focus areas for the conference program. While proposals may address more than one area, you must select one that fits best. The example topics below are intended to help you develop ideas. We encourage additional ideas, such as ethics; as well as submissions that highlight how organizations have continued to pivot in these areas.

New this year: We reached out to the committees/councils about the top challenges that their stakeholders are currently facing and the topics that they would be interested in seeing at this year's conference. View the documents below for insights from the committees on the topics and sessions they would love to see at the event!

ASAE 2026 Stakeholder Challenges

MMC+Tech Desired Topics

IMPORTANT NOTE: If you wish to design your session/content to qualify for CAE credits, content must relate to topics on the CAE Exam Content Outline. Ineligible activities include general software/training courses, industry-specific programs (not general association management, e.g. physicians' CME courses) and product-specific promotional courses or training.

Marketing and Branding- CAE Domain 8- Marketing & Communications

- D8 - Strategic Content Marketing
- D8 - Customer Experience & Journey Mapping
- D8 - Demand Generation & Lead Nurturing
- D8 - Influencer & Advocacy Marketing
- D8 - Product Positioning & Differentiation
- D8 - Marketing for Small Staff Associations

Membership Growth & Engagement -CAE Domain 6 Member and Stakeholder Engagement and CAE Domain 1 Governance

- D6 - Inclusive Member Recruitment Strategies
- D6 - Communicating Member Value Propositions
- D6 - Evolving Membership Models & Dues Structures
- D6 - Prospecting & List Building Techniques
- D6 - Generational Engagement & Retention
- D1 - Building Member Communities & Chapters
- D1 - Volunteer Engagement & Management

Member Service & Retention--CAE Domain 6 Member and Stakeholder and CAE Domain 1 Governance

- D1 - Building Communities
- D1 - Chapter/Component Relations
- D6 - Generational Member Engagement & Retention
- D6 - Increasing Engagement
- D1 - Volunteer Management

Communications & Advocacy - CAE Domain 8 Marketing & Communications and CAE Domain 7 -Advocacy and Public Policy

- D8 - Crisis Communication Planning
- D7 - Advocacy & Public Policy Engagement
- D8 - Media & Public Relations Strategies
- D8 - Innovative Member Communication Channels

Marketing Technology (MarTech) CAE Domain 3 Organizational Strategy

- D3 - Digital Marketing & Revenue Strategies
- D3 - Marketing Automation Tools & Tactics
- D3 - Analytics, Metrics, and ROI Measurement
- D3 - Social Media Strategy & Platform Optimization
- D3 - Website Design & User Experience

Technology & Digital Transformation- CAE Domain 3 Organizational Strategy

- D3 - Cybersecurity/Data Privacy
- D3 - Data Analytics/Data Management/Data Science
- D3 - Technology Infrastructure and Ecosystems
- D3 - Emerging Event Technology/LMS System Implementation
- D3 - Artificial Intelligence AMS Systems
- D3 - Web Technology/Content Management Systems
- D3 - Digital Transformation

SESSION FORMATS & KNOWLEDGE LEVELS

Session Formats & Engagement Expectations

We welcome proposals for sessions of two lengths –30 or 60 minutes– and encourage formats that support diverse learning styles and meaningful engagement. The following examples are meant to guide your planning:

- 30-minute sessions are best suited for concise, lecture-style formats. These sessions are ideal for sharing focused insights, introducing new ideas, or highlighting emerging trends in a fast-paced, content-rich format.

- 60-minute sessions should include active audience engagement, even if not structured around a specific activity. These sessions work well for case studies, facilitated discussions, or scenario-based learning that invites reflection, dialogue, and shared insights.

KNOWLEDGE LEVELS

Content may be organized into one of the knowledge levels below.

Level 1 - Foundational / Applied

- Foundational - These sessions/programs introduce core concepts and provide a broad overview of a topic and applications in association management. These sessions focus on building awareness and understanding, with an emphasis on transferring new information in an accessible manner.
- Applied – These courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications.

Level 2 – Advanced / Strategic

These sessions/programs focus on advanced thinking, creativity, innovation, and peer-to-peer knowledge exchange. Learners explore complex challenges, analyze solutions, and shape organizational strategies. Activities emphasize creativity, autonomy, and leadership development. This knowledge level encourages exploration of emerging trends, strategic decision-making, and visionary leadership.

PROPOSAL PROCESS & SELECTION CRITERIA

A methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help ASAE ensure that the members of the association management community have a significant voice in co-creating conference programs. Together we craft an inclusive opportunity for all current and future ASAE members in the association management profession to engage in exceptional formal and informal learning experiences that support career development, increase individual productivity, and help organizations in the association community to achieve superior results.

1. **Peer Reviewers**
   Who knows what our community wants to see in the classroom better than our members? Selected through an open call to all members, hundreds of ASAE member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of ASAE events. All proposals are evaluated on each of the following criteria:

   - Showcase Innovation
   - Subject Relevance
   - Program Design
   - Overall Quality

2. **Program Advisory Group**
   ASAE will convene a diverse Program Advisory Group who will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the advisory group will select from the submissions received during the Call for Proposals and identify gaps, if any, which staff will address though additional content development strategies. The overall program will result in a diverse array of presenters and perspectives. We receive several hundred excellent proposal submissions for conferences each year, so please understand that it is a difficult and highly selective process.

3. **ASAE Staff**
   With years of experience in association management and a long history programming exceptional conference, selected members of ASAE staff weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

RULES OF ENGAGEMENT

- **SESSION TITLES** Short session titles help attendees quickly understand the focus of your session, making it easier to navigate the program and choose learning experiences that match their goals.

Guidelines for Short Titles

- **Keep it descriptive**: Use action-oriented or outcome-focused words.
- **Avoid jargon**: Use plain language that's easy to scan.
- **Use title case**: Capitalize major words for readability.

Examples of short titles by session format below:

30-minute sessions (Highlighting emerging trends in a fast paced, content rich format)

- *Three Branding Ideas in Thirty Minutes*
- *Quick Wins in MarTech*
- *Fast Fixes for Retention*

60 Minute sessions (Case studies, Facilitated discussions, Scenario-based learning)

- *Building Inclusive Cultures*
- *Navigating Member Expectations*
- *Crisis Response Simulation*

- **DO NOT INCLUDE SPEAKER NAMES** in the session title or description. ASAE strives to conduct a fair review process that limits biases. To this point, do not include any reference to a speaker's name within the session title or description of the session. NOTE: Proposals that fail to do this will be evaluated accordingly.
- **All proposals must be submitted using the online form, no exceptions**. Think quality over quantity. You can submit up to two (2) proposals. Upon submitting a proposal, you will receive an automatic confirmation for your records if submitted successfully.
- **Plan your submission in advance**. We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together.
- **Limit to one.** ASAE seeks to ensure diversity of thought, and **each content leader will be limited to presenting or co-presenting one session only.** For that reason, please limit the number of submissions by an individual to two maximum. Be cautious about how many proposals you are included in as a content leader or point of contact. *Exceptions will include preconference workshops and industry-sponsored sessions.*
- **The primary point of contact (POC) is the person submitting the proposal.** ASAE will communicate with the POC for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.
- **All proposed content leaders must be listed if possible**. Proposed content leaders will be reviewed by the Program Advisory Group prior to acceptance, which will include a limit on the total number of content leaders.
- **Use clear, error free language.** Session and workshop proposals require clear and concise titles, persuasive outcomes-focused descriptions in short and long versions, and three action-oriented and well-thought-out learning objectives. **Please limit your use of AI to achieve this goal.** ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.
- To ensure a high-quality learning experience for all attendees, the session you deliver on-site must align with the description submitted during the proposal process. This includes:
    - Session title and learning objectives
    - Content scope and focus
    - Format and level of audience engagement (e.g., interactive, lecture-style, small group activities)
- Presenters are expected to deliver the session as described, so participants can make

informed choices and receive the value they anticipate. If changes are necessary, please notify the program team in advance for review and approval.

- **Use attributions when appropriate.** Used effectively, quotations can provide important evidence or clarity to explain your session idea. Excerpts used ineffectively, however, without attribution are unacceptable and will result in your proposal being excluded from review or acceptance.
- **Don't underestimate the importance of instructional flow/design.** Adult learning theory suggests that the best learning environments are those that are collaborative and utilize a problem-based approach.
- **Avoid all commercial bias.** Except for industry sponsored sessions, content perceived by attendees as commercially biased (including use of client examples or proprietary tools/models) is unacceptable. Therefore, ASAE requires that any person in a position to influence or control content disclose all relevant financial relationships and/or commercial interests at the time of proposal submission. Any submission that is not educational in nature, neutral, unbiased, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.
- **First here, first heard.** We seek to create an exclusive and premiere event for the association community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for ASAE that has not been presented at other ASAE or non-ASAE events in the association industry.
- **All accepted content leaders must adhere to published deadlines.** If accepted, content leaders must be committed and responsive to working with ASAE to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.
- **All accepted content leaders must observe intellectual property rights.** Content must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall be factual and not be misleading and will not violate the intellectual property or copyrights of any third party. Written documentation of ownership or permission must be provided upon request and is required for all video and television/film related imagery.
- **All accepted content leaders will be required to attend a 1-hour "Know Before You Present" session provided by ASAE prior to the MMCT conference.** This will ensure continuity of speaker delivery and quality across all learning sessions. More information will be provided in February to those who are selected to present at the conference in May**.**
- **All accepted content leaders *must* register.** Each content leader will register through the Speaker Service Center by the required deadline at a reduced rate and be responsible for all individual travel costs.

TIMELINE

- Proposal submissions open: **Tuesday, September 22**
- Proposal submission deadline: **Monday, October 19 at 11:59 p.m. ET**
- Proposal notifications: **Mid December 2026**

More Information

The ASAE Learning team is available to help make this experience a positive one for you. If you have questions, please reach out anytime. Thank you in advance for your time and the opportunity to share your thought leadership!

Please contact Aniya Arrington at aarrington@asaecenter.org with any questions.

Before you begin the online process, print the CFP Printable Form to collect your thoughts.