



## CALL FOR PROPOSALS

**To:** Interested Speakers & Presenters

**From:** Virginia White, MACo Member Services & Events Director

**Subject:** Submitting topics to be considered for MACo's Summer Conference, August 14-17, 2019

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The Maryland Association of Counties (MACo) is beginning to gather topics for our Summer Conference to be held August 14-17, 2019 at the Roland Powell Convention Center, Ocean City Maryland.

The theme of this year's conference is **"Winds of Change"** and will focus on the changes being seen at every level of government and constituent services and how counties are harnessing that momentum for the good of all Marylanders. From the digital revolution of service delivery and communication to the always evolving threats to public safety, county governments need to be on the cutting edge of these changing times to meet the needs of their residents. Topics will include transforming approaches to economic trends, climate change, land use, millennials in the workforce, and education, among many others.

### LIST OF POTENTIAL TOPICS:

(all proposals will be considered, but MACo is interested in covering the following topics)

- Best practices around county priority issues such as the opioid epidemic, Next Gen 9-1-1, school construction, etc.
- Technological tools or best practices to deliver services, respond to crises, or inform residents
- Recruiting/retaining millennials and bridging generation gaps
- Leveraging private and non-profit resources to improve county functions
- Money-saving opportunities or innovative partnerships
- Local infrastructure and rights of way: balancing county rights and business interests
- Case studies where a common local issue was solved
- Innovative inter-agency efforts to improve services for vulnerable populations
- Communication techniques to engage residents – social media, but also innovative ways to reach "unplugged" populations
- Team-building and consensus-building – ways to transcend the national political divide
- Cybersecurity in digital service delivery
- Engaging residents – on screen and in person

## SUBMITTING YOUR PROPOSAL:

For your topic or session to be considered, please send the following information by email to [vwhite@mdcounties.org](mailto:vwhite@mdcounties.org) **no later than 5:00 pm on April 15, 2019:**

- Topic and/or draft title
- **Brief abstract of information to be covered**  
(LIMIT: 70 words – abstract will be truncated at word 71)
- Suggested speakers (individual names or generic titles, e.g. county finance officer, Delegate, etc.)
- Adult learning techniques to be applied (if any)
- Contact information for follow-up

## SESSION FORMAT DETAILS:

MACo's educational sessions are typically 1 hour in length and focus on issues of interest to county government officials and staff. A proposed session does not need to fit the conference theme, but it is strongly encouraged. *Use of adult learning techniques (interaction, etc.) is preferred – please highlight any special instruction techniques planned and list their benefits.*

To ensure that we present a balanced presentation with varying viewpoints, MACo's conference sessions will normally include 3, possibly 4, speakers; for example: a county representative, an academic representative, a State agency representative, and/or a commercial representative. MACo is open to other formats so long as they are balanced and inclusive.

We frequently invite legislators to moderate the panels, particularly when the subject matter extends into state policy or potential legislation.

MACo's conference planning group is very open to other formats, but please keep in mind that if your topic is accepted, MACo may need to add or substitute speakers to achieve our desired level of viewpoint diversity – **MACo will make all decisions on speaker invitations.** If your topic is selected, a MACo staff person will be assigned to coordinate that session and invite speakers.

**We do not allow presentations that strive to sell a particular product or service as part of our educational session program.** If a commercial representative is included on a panel, they are included as an industry expert and are asked to speak broadly about industry best practices with only minimal focus on their particular commercial entity and only as it relates to the topic or project being discussed.

**If you represent a commercial organization and would like an opportunity to talk specifically about your product or service,** we offer a special Solutions Showcase of 30-minute sessions on a topic of the sponsor's choice. Please contact Outreach Coordinator Nicolette Querry at 410.269.0043 or [nquerry@mdcounties.org](mailto:nquerry@mdcounties.org) for more details.

## NOTIFICATION TIMETABLE:

MACo's conference planning group meets in late April and makes decisions on a final slate of presentations by early May. You will receive an email confirmation that your proposal was received right away, but notification of proposal status may not be until May 10.

Please let me know if you have any questions. I can be reached by phone at 410.269.0043 or by email at [vwhite@mdcounties.org](mailto:vwhite@mdcounties.org).