



CALL FOR SESSIONS

2023 Conference, September 7-10, 2023

The Omni Severin, Indianapolis, Indiana

Do you have a topic that you think would be perfect for a presentation to fellow ACRA members? Is there a discussion the industry should be having? If so, we want to hear from you!

The Call for Sessions for the 2023 ACRA Conference in Indianapolis is open!

This year's conference theme—*CRM at a Crossroads: Navigating a Changing Industry*—acknowledges the uncharted future of the CRM industry, including communication with students and university programs, shifting cultural narratives, and regulation changes. Indianapolis is an ideal location for these discussions, as the state motto of Indiana is Crossroads of America.

The ACRA Conference Committee is soliciting proposals for sessions to be held during the annual meeting. Using the conference theme as a general guide, sessions can reflect a variety of CRM topics, including business operations, reaching out to the academy, continued education, technological advances, advocacy, and best practices. Sessions can involve an individual speaker, a suite of presenters, or a panel (maximum of four panelists); they can also revolve around a presentation or an interactive activity. Each session will last between 45 minutes and two hours, depending on the topic. Our goal is to craft a well-rounded program that will provide value to our attendees. It is anticipated that the session moderator will work with the Conference Committee on content and session requirements.

Please submit the following information to ACRA Conference Chair [Bonnie Gibson](#) by March 17, 2023.

- Name of Moderator
- Type of Session (single speaker, suite of speakers, panel, work session, other)
- Proposed Speakers/Panelists (if known)
- Session Title
- Brief Session Summary Including Requested Length of Session Slot
- Unique Attributes/Benefit to ACRA Conference Attendees
- Anticipated Technical Needs
- Anticipated Financial Needs Including Travel Funds

If you have any questions on this solicitation or the conference planning process in general, contact Chair Bonnie Gibson (bgibson@srcrm.com) or ACRA Executive Director Amanda Stratton (amanda@acra-crm.org). Additional information on the organization can be found at www.acra-crm.org.