

2026 Call for Speakers

Denver, CO | August 21, 2026

Applications Due: March 13, 2026

*Mastering the AI Spellbook:
Practical Magic for AEC Marketers*

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GENERAL **Information**

The SMPS Education Committee invites you to submit presentation ideas for our annual SMPS Education Bootcamp, an immersive, all-day workshop designed for AEC marketing and business development professionals across Colorado. Sessions are designed to be actionable, forward-thinking, and immediately applicable to real-world marketing and proposal challenges.

The Focus

- Master new technologies
- Spark creativity and curiosity
- Foster engagement
- Provide actionable takeaways

The Audience

Colorado-based AEC professionals.

Application Deadline

Friday, March 13, 2026 | 11:59 PM MST

How to Submit

Scan or click the QR code below to fill out and submit your application.



Theme

MASTERING THE AI SPELLBOOK: *PRACTICAL MAGIC FOR AEC MARKETERS*

Artificial intelligence can sometimes feel like magic, expanding what's possible and transforming how AEC marketers work every day. That sense of possibility inspired the theme for the 2026 SMPS Colorado Education Bootcamp, **Mastering the AI Spellbook: Practical Magic for AEC Marketers**. While many marketers already use AI regularly, true mastery comes from applying it strategically, responsibly, and with purpose.

This full-day bootcamp is designed to help marketers move beyond experimentation and into confident, repeatable use. The “spellbook” represents practical guidance and real-world frameworks—from proposal workflows and QA/QC to market research, prompting, and team adoption—that turn AI into a trusted tool.

We invite experienced practitioners to share insights that help others sharpen their skills, elevate their impact, and leave feeling more confident mastering AI as part of their professional craft.



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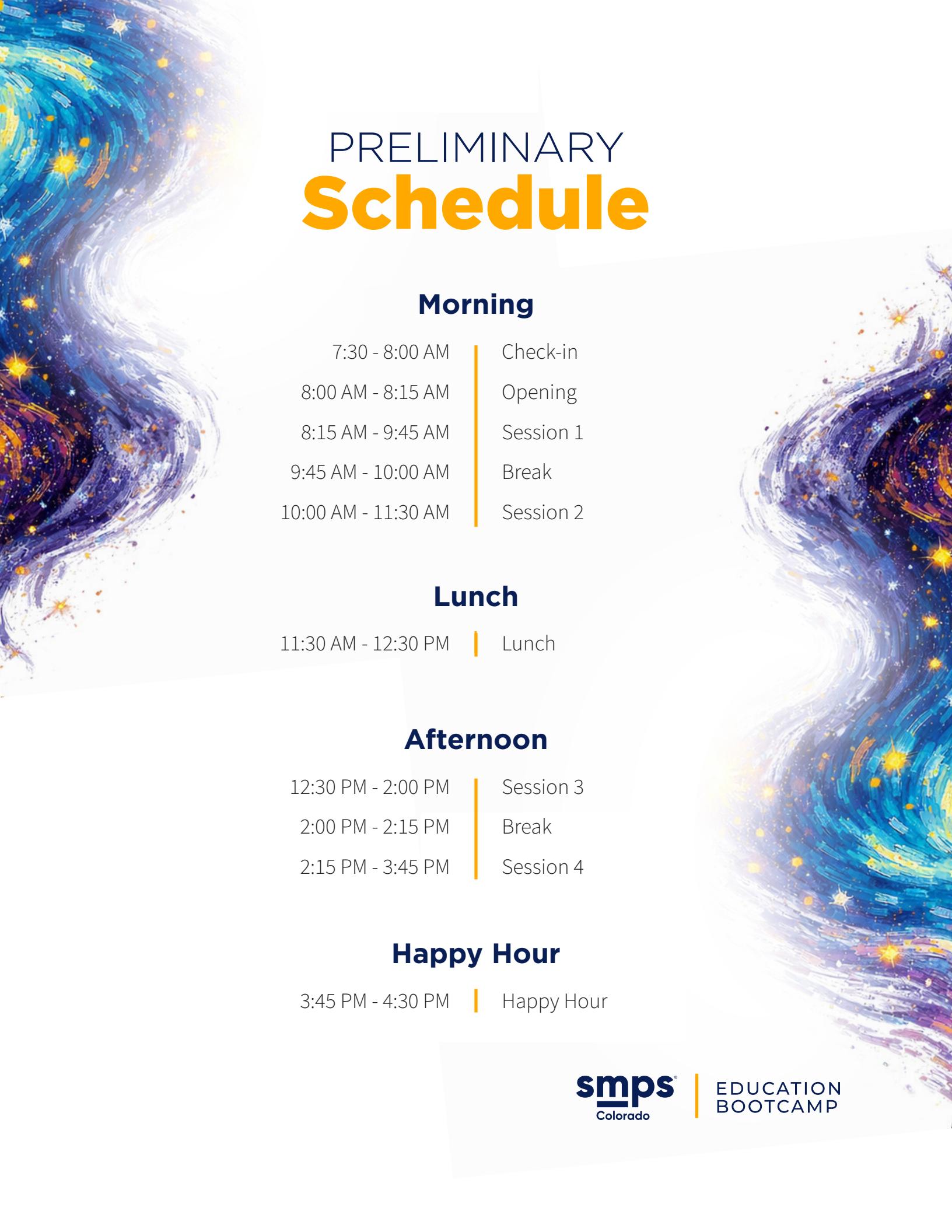
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SPEAKER **Benefits**

- Full workshop access
- Share your expertise with Colorado A/E/C professionals
- Strengthen your speaking portfolio
- Increase industry visibility and recognition
- Build meaningful business connections
- Expand your network
- Receive attendee feedback
- Option to include flyer or branded swag

PRESENTATION **Suggestions**

- Teaching Non-Technical Staff to Use AI Confidently
- Setting Internal AI Guidelines for Marketing Teams
- When (and When Not) to Use AI in AEC Marketing
- Building Repeatable AI Workflows for Marketing Teams
- Integrating AI into Existing Proposal Processes
- Prompting for Busy Marketers: Simple Prompts That Actually Work
- Preparing for What's Next: AI Trends
- Proposal QA/QC: Risk Identification, Gaps, and Red Flags with AI
- Moving from Experimentation to Adoption: Getting Team Buy-In
- AI for Market Research and Client Intelligence
- Building a Custom AI Proposal Coach
- Turning Technical Input into Compelling Narratives with AI
- Responsible AI Use in Proposals: Ethics, Accuracy, and Risk Management



PRELIMINARY **Schedule**

Morning

7:30 - 8:00 AM	Check-in
8:00 AM - 8:15 AM	Opening
8:15 AM - 9:45 AM	Session 1
9:45 AM - 10:00 AM	Break
10:00 AM - 11:30 AM	Session 2

Lunch

11:30 AM - 12:30 PM	Lunch
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Afternoon

12:30 PM - 2:00 PM	Session 3
2:00 PM - 2:15 PM	Break
2:15 PM - 3:45 PM	Session 4

Happy Hour

3:45 PM - 4:30 PM	Happy Hour
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