



MEMO

To: Interested Speakers & Presenters

From: Virginia White, MACo Meetings & Events Director

Date: December 15, 2015

Subject: Submitting topics to be considered for MACo's Summer Conference

The Maryland Association of Counties (MACo) is beginning to gather topics for our 2016 Summer Conference, to be held August 17-20 at the Roland Powell Convention Center in Ocean City, Maryland.

The theme of this year's conference is "**Cyber Solutions: Counties in the Digital Age**" and will focus on all of the ways county governments can lead with, and prepare for, the latest technology trends. From protecting county financial data, to employee telecommuting, to e-commerce and other economic development measures and more, there is no aspect of government service that is untouched by the evolution of the "digital age."

LIST OF POTENTIAL TOPICS:

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

- Cyber-threats and security (both as government role and economic focus)
- Hacking/financial data security
- Spamming or online scamming of the elderly
- Cyber-bullying among schoolchildren
- e-Commerce and online customer service (county and private sector)
- Online marketing/recruitment/promotion for economic development
- Technology and networks in public safety (jails, courts, and police)
- Social media policies and practices for employees
- Telecommuting, mobile workplaces, and related employee issues
- Broadband access (both publicly provided and privately)
- Technology in our classrooms
- Parks and recreation online coordination and offerings
- Libraries as community "tech centers" - service beyond books

SUBMITTING YOUR PROPOSAL:

For your topic or session to be considered, please send me the following information by email (vwhite@mdcounties.org) no later than April 15, 2016:

- Topic and/or draft title
- Brief abstract of information to be covered (1-2 paragraphs)
- Suggested speakers (individual names or generic titles, eg: county finance officer, Delegate, etc.)
- 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.

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. We normally invite Legislators to moderate the panels.

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. 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 Sponsor Showcase of 30-minute sessions on a topic of the sponsor's choice. Contact Kaley Schultze at 410.269.0043 or kschultze@mdcounties.org for more details.

NOTIFICATION TIMETABLE:

MACo's conference planning group meets at the end of April and makes decisions on a final slate of presentations in early or mid-May. You will receive an email confirmation that your proposal was received right away, but notification of topic acceptance will not be until mid-May.

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.