

mmanc

CALL FOR SPEAKERS

OCTOBER 14-17, 2025

mmanc

2025

ILLUMINATE

ANNUAL CONFERENCE

CELEBRATING

75

YEARS

MONTEREY, CA

APPLY BY MAY 26 AT [BIT.LY/MMANC25](https://bit.ly/mmanc25)



Pictured from left to right: Claire Coleman, Liz Lange, Stacie Marchetti, Candice Rankin Mumby, Justin Lovell, Anthony Valdez, Anna Guiles, Aarón Zavala

ABOUT US

The Municipal Management Association of Northern California (MMANC) is seeking proposals for sessions at our annual conference. We anticipate 350 attendees, primarily early- to mid-level professionals from cities, counties, and special districts across Northern California. The conference blends educational sessions with networking opportunities - we hope you will join us for this exciting opportunity to share your insights and expertise!

JOIN US IN MONTEREY

The [2025 conference](#) will be held October 14-17 at the Portola Hotel & Spa in downtown Monterey. **This year, we are celebrating 75 years of MMANC** inspiring, informing and connecting local government leaders with a conference theme of “Illuminate.” Session proposals are highly encouraged to integrate this theme using four exciting session tracks.





SESSION FORMATS

KEYNOTE SPEAKER

These are engaging presentations by a single speaker directed at all conference attendees and focused on the conference theme.

EXPERT PRESENTATION

These presentations are given by a subject matter expert or someone well-versed in the topic through experience and/or research. Allot 10-15 minutes at the end for Q&A.

PANEL DISCUSSION

These include 2-4 panelists and 1 moderator, focusing on a topic with a conversational tone. Allot 10-15 minutes at the end for Q&A.

WORKSHOP

The most interactive format, these typically include 5-10 minutes introducing a topic followed by hands-on, interactive learning or problem-solving activities.

FIRESIDE CHAT

This is a conversational-style format focused on an important or emerging topic. Allot 10-15 minutes at the end of Q&A.

SESSION TRACKS

Using the theme of “Illuminate,” the following four conference tracks are intended to inspire session proposals. Examples are provided, or you may tie into the theme in new and creative ways!



ILLUMINATE THE PATH FORWARD: INNOVATING FOR THE FUTURE

Sample topics:

Strategic planning, visionary leadership, future trends, sustainable financial practices, economic forecasting, leveraging partnerships



ILLUMINATE FROM WITHIN: FOSTERING PERSONAL GROWTH + RESILIENCE

Sample topics:

Professional development tools & resources, resume and interview skills, mentorship, conflict management, mental health and wellness, self-assessment and growth frameworks



ILLUMINATE THE COLLECTIVE: CREATING TRUST THROUGH COLLABORATION

Sample topics:

Building trust from the top-down, community engagement best practices, building support for controversial topics, fostering interdepartmental buy-in



ILLUMINATE THE OVERLOOKED: EXPLORING SPECIALIZED + LESS COMMON TOPICS

Sample topics:

Special districts, economic development, assistant/deputy city manager leadership, navigating uncertainty, exploring the role of history, evolving legislation, multi-agency collaboration

CREDENTIALIALED GOVERNMENT LEADER PROGRAM

MMANC's Credentialed Government Leader (CGL) certification program provides foundational tools, experiences, and connections to expand participants' knowledge, self-awareness, and skill sets. Through coursework and coaching, it develops analysts, mid-managers, and other members with at least three years of government experience to become government leaders.

A full CGL credit is offered for 3-hour sessions and a half credit is offered for 1.5 hours. Presenters are encouraged to propose CGL-eligible sessions on a variety of topics, including the five core areas or an elective topic. For more information on the CGL program and the electives, visit www.mmanc.org/cgl.

CORE COURSES





PROPOSAL REQUIREMENTS

Proposals must be submitted by Monday, May 26, 2025, 11:59 PM at bit.ly/MMANC25 and contain all of the following.

- Session Title and Description
- Presenter name(s), bio(s), and organization/affiliation(s)
- Proposed conference track/how the session ties into the theme
- Session format
- Target audience
- 3-4 learning objectives

SELECTION CRITERIA

- Current topic of importance to local government leaders
- Relevance to annual conference theme
- Clear purpose and outcomes
- Integration of interactive learning components
- Bonus: advances MMANC's diversity, equity, and inclusion goals
- Overall proposal quality and completeness

SPEAKER SELECTION

Speakers will be notified of their proposal status by July 2025.

ADDITIONAL INFORMATION

COMPENSATION

MMANC is a not-for-profit association, and to keep registration costs as low as possible, is unable to provide compensation or reimbursement for travel or other expenses. Speakers receive complementary conference registration for the day of their session and may attend other days at a discounted speaker rate. The success of our conference depends on the efforts of practicing professionals and corporate partners willing to volunteer their time; we deeply appreciate your interest and commitment.

PRESENTER/MODERATOR RESPONSIBILITIES

All moderators, facilitators, and presenters agree to the following upon submission of their proposal.

- Meeting all deadlines and returning requested information in a timely manner, including proposals, presentations, handouts, and A/V or setup needs
- Coordinating with co-presenters regarding the proposal, session planning, and respective responsibilities
- Arriving on-site in time to meet your session host, rehearse, and promptly communicate any changes in presenters or A/V needs.
- Ensuring your session is energetic, informative, and interactive.
- Ensuring all elements of your session stay within the allotted time.

CODE OF CONDUCT

MMANC is committed to maintaining a safe, respectful, and professional environment for all attendees, presenters, exhibitors, volunteers, and staff at MMANC events and meetings. By participating in MMANC events, all individuals agree to comply with our [Code of Conduct](#) and to cooperate with MMANC staff and volunteers in its enforcement.

QUESTIONS

Please direct all questions to our Conference Planning Committee at Conference@mmanc.org or [visit our website for more information.](#)

