

Creative Placemaking Summit Request for Proposals for Speakers

September 26, 2019 at the Lansing Center

333 E Michigan Ave, Lansing, MI 48933

About the Arts Council of Greater Lansing's Creative Placemaking Summit

A Brief History

Founded in 2015, the Creative Placemaking Summit is produced by the Arts Council of Greater Lansing and was created to bring together a cross-sector of residents who care about making Lansing a great place to live, work and play by using the arts as a driver. The first Summit was a half-day event at the Lansing Center and featured a variety of breakout sessions and keynote speaker Fred Kent, president of Project for Public Spaces. More than 150 people were in attendance (the event sold out within days of opening the registration), and overall response was excellent. As a result of the event, several placemaking projects were put into action and realized from 2016-2019.

Dedicated to Great Places

The Creative Placemaking Summit dedicates itself to bringing area residents, creatives, public officials, urban planners, developers, arts and cultural professionals and others together to foster collaboration, share ideas, inspire projects, instill motivation and encourage action.

The Summit is committed to including the voices of all members in a community, neighborhood and city, so enhancements reflect the diversity of metro Lansing and instill a strong sense of ownership and pride.

The event features sessions, panel discussions, keynote addresses, entertainment, networking opportunities and more, while providing a platform for creative discussions and ideas to take hold, gain footing and find life beyond the Summit walls.

About Creative Placemaking Summit 5

In our fifth year, we are taking a look at what we've accomplished, how far we've come, what projects are happening now and what we are doing to keep the momentum going into the future.

Creative Placemaking Summit 5 will highlight regional creative placemaking efforts that have developed over the past five years and propel our efforts into the future.

Topics for 2019:

- Diversity and Inclusion in Creative Placemaking
- Placekeeping versus Placemaking
- Using Creative Placemaking in Talent Attraction and Retention
- Placing Artists in Governmental Roles
- Creative Placemaking Used in the Health Field and in Well-Being

Creative Placemaking Summit Values

At the Creative Placemaking Summits, we believe in a diversity of voices from all backgrounds, geographies, sectors, and experience levels. Our Steering Committee consists of various leaders in the

field from our Greater Lansing region, who help to curate an exceptional experience for our summit participants.

Seeking Submissions

The Arts Council is seeking inspiring speakers to apply to be a part of the 2019 Creative Placemaking Summit. The timeline and application requirements are below.

Process/Criteria

Once submissions are received, they are reviewed by Arts Council staff and Steering Committee members. This committee consists of leaders in the field from a cross-sector of our regional communities. Every proposal will be read and considered based on a set of criteria. We look for sessions that are...

Engaging

To be a part of the Creative Placemaking Summit, you should be an experienced, inspiring and innovative speaker that captures the attention of a large crowd

Applicable

Each session should do more than merely state what an organization has done in the field. There should always be some type of takeaway that the participants can use in their communities. It's important that each presentation have an engaging component that draws upon the ideas, stories, and experiences of everyone in the room.

Authentic

We believe that stories are the foundation of this work. Sharing your experiences should reflect local culture, traditions and ideals.

Representative

It is important that sessions are led by people who reflect diversity of age, gender, race, ethnicity, class, profession, artistic genre, ability and socio-economic background. Where possible, the people and case studies used in these sessions should be representative of the communities they serve.

If a session is approved, you will be contacted to set up a phone meeting to discuss the possibilities of speaking at Creative Placemaking Summit 5.

Types of Speakers Needed

The Creative Placemaking Summit will use multiple formats. All attendees will see every speaker—no breakout sessions. The beauty of this format is that they don't miss anything! Choose the format that you feel best suited for and that you feel will capture the audience the most. If you feel like you could fill multiple formats, include that information in your application. The types of speakers we are looking for are...

Placemaking Personality (15 minutes)

Some of the most inspired thinkers in placemaking will share their stories in these quick and engaging talks, sharing their trials and revealing moments in their journeys to find community identity.

Panelist

8-10 minute presentations with the purpose of sharing innovative thinking, research, and practices in creative placemaking. The Arts Council will pair accepted presentations in groups of 3-4 in a panel. These ~60 minute sessions will include time for discussion with full conference audience.

Keynote (60 minutes + 30-minute interactive element)

Presentation of over-arching themes related to innovation in creative placemaking. If you have a unique way to interact with attendees (via polling, word mapping, live tweet exercise, etc), you will be given preference.

Compensation

Compensation will be considered on an individual basis. All speakers are offered complimentary conference registration.

Application

1. Session Title (limit to 10 words)
2. Session Type
 - Placemaking Personality (15 minutes)
 - Panelist (8-10 minutes)
 - Keynote (60 minutes + 30-minute interactive element)
3. The Steering Committee may be interested in your session, but may want to increase its impact by changing its format, connecting it with another proposed session, or other changes. Would you feel comfortable working with us to change the proposed session format? Note: Checking yes will increase your chances of receiving an invitation to facilitate at the summit.
 - a. Yes, I am comfortable working with the Arts Council of Greater Lansing to alter the format of my session.
 - b. No, I am not comfortable altering the format of my session.
4. This session covers the following topic(s)
 - a. Diversity and Inclusion in Creative Placemaking
 - b. Placekeeping versus Placemaking
 - c. Using Creative Placemaking in Talent Attraction and Retention
 - d. Placing Artists in Governmental Roles
 - e. Creative Placemaking Used in the Health Field and in Wealth-Being
 - f. Other _____
5. My organization works extensively with the following marginalized populations (check all that apply).
 - a. Rural communities
 - b. Communities of color
 - c. Lower and moderate income communities
 - d. LGBTQ+ Communities
 - e. Immigrant Communities
 - f. Indigenous Communities
 - g. Local Artists
 - h. Survivors of abuse and/or trauma
 - i. Women
 - j. Other
6. My session will have at least one instructor, who is a... (check all that apply)
 - a. Rural community member
 - b. Person of color
 - c. Person from lower and moderate income background
 - d. LGBTQ+ community member
 - e. Immigrant
 - f. Member of Indigenous Community
 - g. Local artist
 - h. Survivor of abuse and/or trauma
 - i. Woman
 - j. Other

Note: The answer to Question 7 will be for promotional materials, such as the printed program and social media. Please use a formal, third person voice. Because we serve a wide range of audiences, please avoid using professional jargon. Limit 150 words.

7. Describe your organization/work and its contribution to the field of creative placemaking (limit 150 words).

Note: The answer to Question 8 will be for promotional materials, such as the printed program and social media. Please use a formal, third person voice. Because we serve a wide range of audiences, please avoid using professional jargon. Limit 150 words.

8. Session Description (limit 150 words)
9. Optional: Please provide links to additional information, such as a website, portfolio, video, and more.
10. Other information you'd like us to know.
11. Would you be interested in being a sponsor of the summit?
 - a. Yes
 - b. No
 - c. Maybe
12. How many instructors will be included in your session?
 - a. 1
 - b. 2
 - c. 3
 - d. 4
13. Instructor 1 Contact
 - a. Name
 - b. Company
 - c. Address
 - d. Address 2
 - e. City/Town
 - f. State/Province
 - g. Zip
 - h. Country
 - i. Email Address
 - j. Phone Number

Note: The answer to Question 14 will be for promotional materials, such as the printed program and social media. Please use a formal, third person voice. Because we serve a wide range of audiences, please avoid using professional jargon. Limit 50 words.

14. Instructor 1 Bio (limit 50 words)
15. Instructor 2 Contact
 - a. Name

- b. Company
- c. Address
- d. Address 2
- e. City/Town
- f. State/Province
- g. Zip
- h. Country
- i. Email Address
- j. Phone Number

Note: The answer to Question 16 will be for promotional materials, such as the printed program and social media. Please use a formal, third person voice. Because we serve a wide range of audiences, please avoid using professional jargon. Limit 50 words.

16. Instructor 2 Bio (limit 50 words)

17. Instructor 3 Contact

- a. Name
- b. Company
- c. Address
- d. Address 2
- e. City/Town
- f. State/Province
- g. Zip
- h. Country
- i. Email Address
- j. Phone Number

Note: The answer to Question 18 will be for promotional materials, such as the printed program and social media. Please use a formal, third person voice. Because we serve a wide range of audiences, please avoid using professional jargon. Limit 50 words.

18. Instructor 3 Bio (limit 50 words)

END OF APPLICATION

For questions concerning the proposal process, please contact

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