

**APG Announces Call for Presentations for the  
2023 Professional Management Conference  
*Reset, Refresh, Refine Your Genealogy Career***

**POULSBO, Wash., 16 February 2023** — The Association of Professional Genealogists' (APG) 24<sup>th</sup> annual Professional Management Conference (PMC), *Reset, Refresh, Refine Your Genealogy Career*, will be held 19–21 October 2023 in Salt Lake City, Utah, and virtually on Whova.

APG is now accepting proposals for creative, interactive, and actionable learning presentations to energize and boost attendees' genealogy careers. Proposals from international speakers are encouraged.

**The deadline for proposals is 19 March 2023.** A link to the Call for Presentations can be found at [apgen.org/cpages/2023-professional-management-conference](https://apgen.org/cpages/2023-professional-management-conference).

PMC presentations are longer than the traditional genealogy conference format to allow for in-depth exploration of each topic.

- Presentations are 60 minutes, plus 15 minutes for questions and answers for a total of 75 minutes.
- Workshops or Panel Discussions are 150 minutes (2.5 hours) which includes time for activities and class interaction.

APG prefers new and original presentations tailored to professional genealogists and their careers. Prospective speakers may submit up to four (4) proposals (presentations, workshops, or panels). Both in-person and virtual presentations will be considered. APG will also consider proposals from non-APG members. Notifications will be sent to all submitters in April 2023.

#### **SUGGESTED TOPICS**

Suggested topics focused on the theme *Reset, Refresh, Refine Your Genealogy Career* include, but are not limited to:

- Accounting and bookkeeping
- Business formation options and resources
- Designing and presenting lectures and courses
- Diversifying your product offerings
- Ethical considerations
- Finding your niche market
- Forensic Genealogy
- Innovative client reporting
- Marketing, brand, and social media strategies
- Mentoring
- Offering packages, pricing, and setting rates
- Project management software and tools
- Safeguarding yourself and your business
- Startup strategies, business planning, and goal setting
- Thinking like an entrepreneur
- Working with a genealogy librarian or archivist
- Writing and publishing

*continued*



Luncheon Presentations: If you or your organization would like to sponsor a luncheon, please do not use the online submission form; instead contact Dawn Carey Henry, PMC Manager at [apgpmc@gmail.com](mailto:apgpmc@gmail.com).

#### **ABOUT THE ASSOCIATION OF PROFESSIONAL GENEALOGISTS**

The Association of Professional Genealogists ([apgen.org](http://apgen.org)), established in 1979, represents more than 2,000 professionals in various genealogy-related businesses. APG encourages genealogical excellence, ethical practice, mentoring, and education. The organization also supports the preservation and accessibility of records useful to the fields of genealogy and history. Its members represent all fifty U.S. states, Canada, and more than forty countries. APG is active on LinkedIn, Twitter, Facebook, and Instagram.

#### **MEDIA CONTACTS**

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