



CompanyCam

BLUEPRINT

2023

CONFERENCE

What is Blueprint?

Blueprint is a one-day, trade-agnostic event designed to give contractors and pros the tools to draft a plan for growth.

Hosted in Dallas, Denver, and Chicago throughout May 2023, CompanyCam is creating Blueprint in partnership with several tiers of sponsors.

COMPANYCAM

Oh, a new thing, huh?

Blueprint is new this year, but we're old pros at planning successful events. We've hosted three years of **Highway to Hail**—a roofing-specific event—with an average of 1,700 annual registrants attending in 5 to 10 major cities. And with 260k+ CompanyCam users, we have a built-in audience of contractors and pros in 25+ trades who are already dedicated to leveling up their businesses. We also have access to large networks in both construction and construction tech, including 40+ integrations and 270+ affiliates and partners.



SPEAKERS

Ok, but who is speaking?

Potentially YOU! We'd love for you to apply if you have an actionable insight for our audience of contractors and pros and are one of the following:

- **A trade contractor**
- **A business owner or entrepreneur**
- **A professional business speaker**
- **An influencer in the contracting sphere**

TOPIC FRAMEWORK

That's me—but what should I talk about?

We've developed three categories for sessions at Blueprint: Tech, Team, and Traction. Below are topics and example session titles that could fit within each framework.

Tech—technology, digitization, automation

- Today's Construction Company: How to Use Tech to Stay Relevant
- Optimize Your Tech Stack: Choosing Apps to Improve Workflow and Grow Revenue
- How to TikTok: The Importance of Social Media for Business Growth
- Automate Workflows to Maximize Growth

Team—hiring, management, leadership, human resources

- Developing Effective Team Communication: From Field to Office
- How to Hire and Retain Employees in Today's Job Market
- Culture Wars: Win with a Healthy Workplace Culture
- Level Up Your Leadership

Traction—profits, scaling, sales, business growth

- Setting Up Your Business to Scale
- Reinvestment Strategies for Today's Contractor
- Six Steps to Start Growing Revenue
- Customer Experience and Sales: How They Impact Your Growth



PRESENTATION FORMATS

Does it have to be a slideshow though?

You can present in whatever format makes the most sense for your topic, even if it's outside of the usual slideshow presentation. Want to host a live podcast? We're up for that. Prefer to put together some panel members? We'll help you set it up. Whatever you decide, you'll have 30 minutes to an hour to present actionable insights to an audience of contractors, pros, business owners, and crew members. Also, we ask that you please avoid self-promotions and sales pitches. This day is designed to bring clarity, build community, and encourage growth, and we don't want to pressure our attendees to pull out their wallets.

SUBMISSION PROCESS

I'm in—when and where?

Hold up! We're glad you're so excited, [but you need to apply first.](#)

Once we review your submission, we'll reach out to you with next steps. If you and your topic are given the green light, then we'll nail down the date-and-time details together. But to keep you excited, here's what you need to know:

Submissions are open from now through January 2023.

We might schedule a screening call with you to chat about your topic and format to make sure it's a great fit for our event. **Speakers will be chosen and finalized by mid February 2023.**

SPEAKER DETAILS + BENEFITS

But what's in it for me?

Being a Blueprint speaker means you get direct access to our community, a platform to deliver a valuable message, and the opportunity to turn them into followers and fans for your brand. We will also provide you with a comped hotel room and lunch the day of the event. Oh, and we're a fun bunch—we know you'll enjoy working with us.

APPLICATION PROCESS

Sold—where do I sign?

Please fill out [this form](#) with the required information and submit. We will reach out to you, regardless of whether or not you've been selected to move forward in the process.