



**2018 CHAIR,
MODERATOR,
&
SPEAKER MANUAL**

Contact:

Cassie Davie
Sr. Conference Manager
Phone: + 713-343-1891
cdavie@accessintel.com

The purpose of this manual is to guide conference chairs, moderators, and presenters through the preparation and execution stages of the conference’s technical program.

Questions and/or problems should be directed to Cassie Davie, Sr. Conference Manager, phone + 713-343-1891, cdavie@accessintel.com

CONTENT

Chair and Moderator responsibilities	3
General information – conference rooms	4
Preparation of presentation materials	5
Review of presentation materials	6
Onsite presentation instructions	7
Post conference	7
Building a presentation which exists for the audience (imperative)	8
Tips for creating a memorable PowerPoint and oral presentation	9

DEADLINES

March 1, 2018

(1) Update profile, bio, and upload a photo through Speaker Resources (under the Resource Center tab). This information is made available online. To update your presentation title or abstract, contact [Cassie Davie](#).

(2) Online Mandatory Speaker Release forms are due. This is a requirement for speakers and panelists with presentations. Fill out the online form through Speaker Resources.

(3) CLEAN WATERWAYS 2018 speakers receive complimentary conference registration, however you are required to self- register because of the demographic questions that are asked. Registration instructions can be found at 2018.cleanwaterwaysevent.org. under Speaker Resources. You must use your email and password to access. You will also receive registration instructions via email.

March 12, 2018

Presentations are due for review. Upload as a PDF through Speaker Resources <http://2018.cleanwaterwaysevent.org/speakerresources/login.php> located under the Resource Center tab. Small changes/tweaks will be allowed after this deadline but must remain non-commercial in nature. Onsite presentations must be in PowerPoint.

March 13, 2018

Hotel reservation deadline is March 13th. After this date, room rates increase and are subject to availability. Hotel and other travel information can be found on our website at 2018.cleanwaterwaysevent.org/hotel-travel/ under the Hotel and Travel tab.

OFFICER RESPONSIBILITIES

Responsibilities of a Session Chairperson

- Serve as the champion of your session and work with conference team to ensure quality speakers and presentations
- Write a session description for the session you are chairing for promotion in brochures and marketing literature
- Work with conference team to recruit quality speakers/panelists
- Ensure the Speakers/Panelists give topical presentations (review presentations in advance of the conference)
- Work with conference team to find suitable replacement speakers/panelists for those that cancel (if applicable)
- Participate in conference calls (if required)
- Serve as or nominate session Moderator

NOTE: all session information filters through the Session Chair.

Responsibilities of a Session Co-Chair (not required)

- If the Session Chair is unable to fulfill their responsibilities the Session Co-Chair steps in to fulfil them.

Responsibilities of a Moderator:

- Give brief overview of the session
- Introduce each speaker/panelist
- Facilitate practical application Q&A, help the audience connect the information presented to their everyday work environment, which creates a deeper understanding of the content to uncover ways to apply it – each speaker will be asked to supply 2 to 3 questions to be asked in advance of the conference. **Survey results indicate that the audience wants Q&A at the end of each presentation, and that chairs should stick to the speaker order listed in the program. That allows attendees to plan and move within sessions**
- Make announcements as needed

GENERAL INFORMATION – CONFERENCE ROOMS

Who else is slotted in my session?

Please go the www.cleanwaterwaysevent.org and click on Attend tab and select Conference Sessions. Scroll down to find your session and/or you can Search by Keyword. Click on “More Info” for session descriptions.

What is the conference venue, anticipated overall attendance, and expected audience size?

CLEAN WATERWAYS 2018 will be held at the Hilton St. Louis at the Ballpark, located on 1 South Broadway in St. Louis, MO. We anticipate that our overall attendance will be 350 +. Average attendance in the session rooms should ranges between 75 and 150. Session attendance depends on interest in topic.

How much time will we have for the presentation and Q&A?

Presentation-based Conference Sessions scheduled in conference rooms

The amount of time allotted for your individual presentations will vary depending on the final number of speakers in your conference session. Each session is 90 minutes, and there are typically 3 – 4 speakers in each session. It is important that you verify the exact length of your presentation time with your Session Chair. How Q&A is handled is up to the discretion of the Session Chair. Time permitting it may occur at the end of each presentation or near the end of the session.

Panels

Where appropriate each speaker will have 5 to10 minutes for a PowerPoint presentation to help lay the foundation for the discussion that follows. Presentations are encouraged but up to the digression of the session chair.

What multimedia equipment will be available (e.g. computers, projectors, laser pointers, remote controls, etc.)?

Conference sessions/panels will be equipped with a laptop, projector, wireless PP advancer, podium with microphone, table microphones for Q&A, and a floor microphone(s). If you plan on using embedded video contact Cassie Davie, cdavie@accessintel.com or by phone at 713-343-1891. All videos must be reviewed for commercialism prior to the conference by the session chair and by Cassie Davie.

PREPARATION OF PRESENTATION MATERIALS

Attendees come to a conference searching for solutions to their problems. Information alone does not solve their problem. They want practical, tangible, precise takeaways that solve their problem(s). They want to be able to understand the why, how and what as well as be able to apply that information. Presentations must be designed with this goal in mind. Data can be found online, help the audience understand how to apply your information to their daily work.

PowerPoint Presentations

Company PowerPoint templates are allowed if they meet the following requirements:

- **Headers/company logos on first slide only**
- Short taglines are allowed along with company logo (first slide only), no advertisements, product names, or booth numbers
- Header not to exceed 1.5 inches
- **No company footers allowed**
- Must include the CLEAN WATERWAYS 2018 logo somewhere on the first page

If your company template does not fit within these requirements the CLEAN WATERWAYS template must be used which can be found online in Speaker Resources. You may choose the font size, font color and background for your PowerPoint.

Required Slides

- Slide 1- identifies the presenter(s), their companies, and contact information – **You must include your name and presentation title on this slide so that it can be identified for the conference archives**
- Slide 2 - lists the 3 to 4 learning outcomes. This is where you tell the audience what you want them to learn and remember after hearing your presentation

Please convert your PowerPoint to an ADOBE PDF file before uploading for review. File size limit is 10 MG.

Video Content

All videos must be pre-approved by conference staff prior to the conference to verify that it is not commercial in nature or product specific. Because of the file size videos must be sent directly to Cassie Davie at cdavie@accessintel.com. While you are welcome to use pre-approved video content as part of your presentation, our storage system does not support video file sizes for the post-conference presentation archives.

General Instructions:

- Tradenames should be limited to one use per tradename and referred to generically after that
- Photographs should not include company or product names
- Claims must be backed up with data and be technically viable

NOTE: Speakers/panelists must avoid commercial presentations or they are subject to cancellation. Presentations are reviewed for readability and commercialism.

GUIDELINES FOR THE REVIEW OF PRESENTATION MATERIALS

It is the responsibility of the Session Chair to review all presentation materials prior to CLEAN WATERWAYS

General Instructions:

- Presentations should not be commercial in nature
- Tradenames should be limited to one use per tradename and referred to generically after that
- Any intended video must be reviewed and approved in advance as it is typically highly commercial in nature and brought to Clean Waterways staff's attention as it has additional technical requirements
- Photographs should not include company or product names
- Claims must be backed up with data and be technically viable

Please refer to the guidelines given to speakers on Page 5 of this manual as there are formatting requirements and a required opening slide.

Communication with Speakers

- Session Chairs will receive links to the uploaded speaker presentations approximately 3 weeks prior to the conference date
- Session Chairs are asked to communicate directly with speakers regarding any missing presentations.
- For expediency sake, Chairs should ask speakers to email their late presentations directly to them for review – however speakers should also upload their presentations to Speaker Resources
- Please communicate any requested changes directly to your speakers and ask for a revised version to approve
- Conversely, if you have any presentations that do not require changes, please let the speaker know their presentation is approved as is
- **COPY CASSIE DAVIE ON ALL COMMUNICATION WITH SPEAKERS, ESPECIALLY DEADLINE EXTENSIONS.**

Changes to Presentations after Review

- Speakers are allowed to make minor tweaks and changes to their presentations after receiving final review approval from their Session Chair
- Speakers are required to bring the most up-to-date presentation with them to the conference and copy it to the computer located in the session room

NOTE: ONSITE SESSION CHAIRS HAVE THE AUTHORITY TO STOP ANY PRESENTATION THAT DOES NOT FOLLOW CLEAN WATERWAYS' STRICT NON-COMMERICAL REQUIREMENTS

ON-SITE SESSION PRESENTATION INSTRUCTIONS

Please **bring a copy of your PowerPoint presentation** with you to the CLEAN WATERWAYS Conference. Your presentation **WILL NOT** be pre-loaded on the computer. The Audio Visual company set up will accommodate:

- USB memory stick

Please upload your presentation to the computer located in your session room. Roving AV techs will be available to assist if necessary. Post conference presentations are harvested from the computers onsite for the online conference proceedings. They are converted to PDF prior to loading.

Session Room Presenters/Panelists – Questions required

Each speaker/panelist in a session room will be asked to send 3 to 4 questions to their session chair prior to the conference that they would like to be asked and are prepared to answer. The session moderator can use these questions to engage the audience.

A lot of knowledge and experience resides with the attendees, they need to be part of the discussion. The Q&A portion of the presentation is the part that enables the audience to apply what you've shared with them to their everyday work environment and gain the greatest wisdom. And, it makes for a much more interesting and engaging session.

POST-CONFERENCE

Presentations will be available online to CLEAN WATERWAYS delegates with an assigned user ID and password the week following the close of the conference at 2018.cleanwaterwaysevent.org. The presentations are PDF versions of the presentations harvested onsite at the conference.

By submitting your conference presentation to CLEAN WATERWAYS you also agree that Access Intelligence has your permission to use the presentation, or any parts thereof, in any of its print or electronic media.

The goal of this section is to supply some concise tips aimed at helping you to create and provide an enriched learning experience for attendees. Whether you are a new or a veteran presenter these tips are meant to help focus your message and increase retention for the audience not simply to cover content.

BUILDING A PRESENTATION WHICH EXISTS FOR THE AUDIENCE

Ask yourself:

- What is your goal with this presentation?
- How will the audience apply the information presented?
 - Our brains learn information by applying new knowledge to past experience. Gaining insight into how to apply a fact or research is more important to our brain than the fact.
- What would go wrong in their jobs if they didn't have the information you're presenting?

The technical program is only as good as the speakers and their content. Your presentation needs to provide solutions and tools that the audience can apply to their daily challenges.

Build your presentation **backwards** (courtesy of Velvet Chainsaw/Midcourse Corrections)

Begin by identifying the **learning outcomes**

- Tell the audience what you want them to learn and remember after hearing your presentation
- Build your presentation around those objectives

Identify the **top four things** you want the attendees to remember when they leave

- Four things is the maximum needed for a 20 to 25 minute presentation. No more. If you present more than that the audience won't recall them and the presentation leads to information overload.

TIPS FOR CREATING A MEMORABLE POWERPOINT AND ORAL PRESENTATION

Keep it:

- Big
- Simple
- Clear
- Focused
- Consistent

When Creating:

- Text to support what you are trying to communicate
- Pictures to simplify complex concepts
- Animations for complex relationships
- Visuals to support, not to distract
- Sounds only when absolutely necessary
- Think about the people in the back of the room when creating slides

When Presenting

- Speak loudly and clearly with fluctuation
- Direct your words to all areas of the room
- Maintain eye contact with your audience
- Don't read the slides word-for-word, use them for reference

In Closing

- Practice your presentation before a neutral audience (ask for feedback)
- *Experience* means that you are simply engaged in an activity whereas *practice* means that you are trying to improve.
- Match your presentation to the allotted amount of time
- Leave time for questions