



June 19 – 21, 2018
Oregon Convention Center, Portland, Oregon

**2018 SPEAKER,
CHAIR, MODERATOR &
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, presenters, and poster session participants 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.

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DEADLINES

May 18, 2018

Hotel reservation deadline is Friday, May 18th. After May 18th rate increases apply. Hotel and other travel information can be found on our website at www.cleanpacific.org under the Travel tab.

May 21, 2018

Online **Mandatory Speaker Release forms** are due which gives Access Intelligence permission to make your presentation available to conference delegates via the conference website following the conclusion of the conference. This is a requirement for speakers and panelists with presentations. Fill out the online form through Speaker Resources.

May 29, 2018

- (1) Primary speakers receive **complimentary conference registration**; however you are required to self- register. Follow the registration instructions you received via email on February 16th to confirmed speakers.
- (2) **Presentations are due for review**. Upload as a **PDF** through Speaker Resources (<http://2018.cleanpacific.org/speakerresources/login.php>) which is located under the Conference Tab at the top of the page. Small changes/tweaks will be allowed after this deadline but must remain non-commercial in nature. Onsite presentations must be in **PowerPoint**.

Poster Session

Installation: Tuesday, June 19 – 8 a.m. to 7 p.m. and Wednesday, June 20, – 7:30 to 9:30 a.m.
Dismantle: Thursday, June 21 – between 3 and 9 p.m.

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
- Onsite at the conference, welcome the attendees in your session, make the announcements provided, introduce the speakers/panelist (done by moderator if one is assigned)

Responsibilities of a Co-Chair:

- Step in as Session Chair if the Session Chair cannot fulfill their duties

Responsibilities of a Moderator:

- Introduce each speaker/panelist
- Facilitate practical application Q&A, help the audience connect the information presented to their everyday work environment. This creates a deeper understanding of the content and uncovers ways for the audience to apply it. In advance of the conference, each speaker will be asked to supply the moderator with 2 to 3 questions they would like to be asked. Q&A is king!
- Survey results indicate that the audience wants Q&A at the end of each presentation, and that moderators stick to the speaker order listed in the program. That allows attendees to plan and move within sessions

GENERAL INFORMATION – CONFERENCE ROOMS

Who else is slotted in my session?

Please go to the www.cleanpacific.org and hover over the Education tab. Select the Conference Agenda and scroll down to find your session. Click on More Info for session descriptions.

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

CLEAN PACIFIC 2018 will be held at the Oregon Convention Center, 777 NE Martin Luther King Jr. Blvd., Portland, Oregon. We anticipate that our overall attendance will be 1,000+. Average attendance in the session rooms range between 50 and 125+. Session attendance depends on interest in the 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. Typically, presentation time is split equally amongst the final number of speakers in the session. For that reason, the amount of time for each is not determined until about a month to three weeks prior to the conference. Historically if a speaker withdraws it will occur during that timeframe. 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 to 10 minutes for a PowerPoint presentation to help lay the foundation for the discussion that follows. Presentations are encouraged but up to the discretion 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 advancer, podium with microphone, table microphones for Q&A, and a floor microphone(s). If you plan on using embedded video or sound please contact Cassie Davie, cdavie@accessintel.com or by phone at 713-343-1891.

GENERAL INFORMATION – POSTER SESSION

Poster Session Rules:

Please bring your poster with you. Make sure to include the author and co-author names on the poster. Do not exceed the maximum dimensions of 36x48 or 48x36 inches. There will be a bulletin board provided to attach your presentation. We recommend that you post a person's name and cell number so that anyone with questions can call you when you are not near your poster.

Be on hand during posted hours below to answer questions and give a brief overview of your paper; have copies/handouts ready to give to interested attendees.

Location and Hours

Location TBD

Wednesday, June 20, 2016

- 5:00 to 6:30 p.m.

Thursday, June 21, 2016

- 12:15 to 1:30 p.m.

Installation

Tuesday, June 19

- 8:00 a.m. to 6:00 p.m.

Wednesday, June 20

- 8:00 to 9:30 a.m.

Dismantle

Thursday, June 21

- 1:30 to 5:00 p.m.

GUIDELINES FOR THE 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 PACIFIC 2018 logo somewhere on the first page

If your company template does not fit within these requirements the CLEAN PACIFIC 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

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.

ON-SITE SESSION PRESENTATION INSTRUCTIONS

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

- USB memory stick

It is your responsibility to 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 presentation archives to ensure we have the latest version. This is one reason why it is very important to have your name on the opening PowerPoint slide. This enables staff to identify your presentation when it is harvested.

PowerPoints are converted to PDF prior to making them available online to conference delegates.

Session Room Presenters/Panelists – Questions required

Each speaker/panelist in a session room will be asked to send/supply 2 to 3 questions prior to the conference that they would like to be asked and are prepared to answer. For preparation purposes these questions need to be sent to your session moderator. The session moderator will use them 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 PACIFIC delegates with an assigned user ID and password a full week after the conclusion of the conference at www.cleanpacific.org.

By submitting your conference presentation to CLEAN PACIFIC you also agree that Access Intelligence has permission to make your presentation(s) available to conference delegates via the conference website following the conclusion of the conference.

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** (created by Velvet Chainsaw/Midcourse Corrections, www.velvetchainsaw.com/)

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