Speaker Tips

Due Dates
- Speaker Forms are due by June 15
- Power Point presentations and take-aways are due to administrator@cgfoa.org by November 1st

Session Composition
- Attendees prefer a visual to follow (PowerPoint presentation)
- Consider using the Conference Presentation template, loaded on the CGFOA website
- Include the CGFOA logo, and/or Conference logo. All logos will be posted on the CGFOA conference app.
- Customize the session to the audience
    - Match the Presentation to the description in the program
- Organization
    - Break into segments
    - Develop rapport
    - Give examples
- Composition Rules:
    - 6 bullet points per slide (max)
    - 6 or fewer words per bullet point
    - 2 levels of bullet points
    - No more than 3 fonts total
- Pacing
    - Have sufficient material for the length of your session (1 hour, 1.75 hours, 2 hours, etc.)
    - Keep the pace comfortable – not too slow, not too fast
        - Rehearse at various speeds to find the right one
        - Practice transitions to co-presenters
    - Leave time for questions
- We are green
    - No handouts are copied for attendees
    - Submit presentation and take-aways to administrator@cgfoa.org by November 1 so that attendees can access it during the conference

Equipment
- **Speakers provide their own laptop**
    - Presentation should be pre-loaded on your computer
- Use the speaker information form to indicate any special audio, adapter, etc., computer needs
- Use the speaker information form to indicate additional AV or equipment needs such as flip charts, etc.

Presentation
- Use slides to jog your memory, please do not read them to the audience
- Put references to lengthier resources in take-aways
- Potential take-aways
    - Diagrams, tables, spreadsheets
    - Surveys, educational information
    - Implementation or research checklists
    - White papers, resource listings
    - Top 10 important points (panels combine Top 10)
    - Sample documents
    - Business cards

- Engage the audience
  - Be prepared and rehearsed
  - Alert, awake, and a high energy level
  - Use props where appropriate
  - Tell to the point stories from your experiences as illustrations
  - Share real-life situations
  - Allow for questions
  - Check in with the audience as you go
- Be professional
  - Dress like the expert (the conference is business casual, dress to the high side)
  - No commercials for your organization, product or service
    - Speakers labeled as self-promoting will not be invited back to speak
    - If your product or service is mentioned:
      - Must be in context of what is available in the market
      - Should have totally unique features not available elsewhere
  - Be gracious to your competitors, do not speaker poorly of them
  - Visualize the impact of your successful presentation
- Participant Questions
  - Repeat the question to ensure you understand it and the audience heard it
  - It is okay to say "I don't know" accompanied by "I will get back to you with the answer"
    - Have in mind a plan for follow up
  - Ask for audience input, experiences, show of hands, etc.

Working with Co-presenters

- All of the above applies, plus:
  - Work with your moderator to coordinate the session
    - Give your audience a true duet or panel; not two, or three or more separate presentations
    - Put everything into a single file with a consistent format
  - Rehearse before you get there
  - Practice the session
    - Review materials for consistency, completeness
    - Choreograph the session
    - Have at least one dry run, via teleconference if necessary
  - Panels should be balanced with slides talking points, and speaker involvement

Registration

- Speakers receive a full registration, processed for you by the Administrator.
- Panel members receive a $50 discount off a full conference registration. Panel members must self-register. One-day registrations are available for Panel members, discounts do not apply.
- Speakers and panel members not registering for the Conference are welcome to join us for the meal directly before or after their session.

Day of Presentation

- Check in at the Conference Registration desk to get your packet, name badge, etc.
- A Speaker Ready Room is available to get organized, rehearse, meet up with co-presenters and your moderator, warm up your voice, and grab a water/snack.
- Get familiar with where your presentation room is located
- Arrive to your session 15 to 20 minutes ahead of your session
  - Set up your equipment, test connections (AV help may not arrive until 5 – 10 minutes before the session)
  - Test microphones
  - Set up props, etc.
  - Visit with early arrivals
- Each Conference day begins at 7:00 AM with breakfast and ends at about 5:00 PM