Conference Speaker Guidelines

- Moderators, speakers, and all other session participants must register for the conference.
- Every educational session, deep dive session, must include at least two APA members.
- As a professional courtesy, speakers are encouraged to speak in no more than two educational even sessions, mobile workshops, etc.
- All speakers must pre-load their PowerPoint files either through the conference portal or at the on-site the Speaker Ready Room. You will not be permitted to load your presentation directly on the computer located in your session room.

Updating Profile, Photo and Biography

Biographical information for each speaker in a session is required. All submitted bios are available as a resource for conference attendees, the media, and APA members. With our online speaker management tool, speakers are able to update their profile, biography, upload a photo and register for the conference. Here is the link to sign into the system: https://www.conferenceharvester.com/harvester2/login.asp?EventKey=LLAXSMRR

Session Rooms

All session rooms have standard setups based on the type of session. The stage is equipped with a head table with four chairs and a podium. APA is unable to accommodate room setup changes.
Session Formats
Session Formats – To better facilitate the room set that corresponds with the proposed education content, we have assigned rooms based upon what the proposal submitters indicated as their session format. Proposals were accepted based upon this session format indication, it is important that all speakers of the sessions adhere to the session formats.

Please click here to view more details regarding your selected session format.

Presentation Materials

PowerPoint Presentations
Pre-conference uploads: March 4– April 13, 2019
Onsite: April 13, 2019-April 16, 2019

Speakers are required to submit their PowerPoint to APA’s audiovisual provider prior to their presentation. This can be done using the pre-conference upload portal or on-site in the Speaker Ready Room.

Link to presentation upload site: https://cslide-us.ctimeetingtech.com/apa2019

Before the Conference
Before traveling to San Francisco, speakers are welcome to submit their presentation beginning March 4, 2019 using the speaker management tool link.

Onsite Instructions
Speakers who have not pre-loaded their presentation must do so on-site in the Speaker Ready Room. APA suggests that all speakers, even those who have pre-loaded their presentation, visit the speaker ready room as early as possible prior to their presentation to make sure all fonts appear as expected and all sound and video clips are working properly.

Speaker Ready Room Hours
Room: 2012

<table>
<thead>
<tr>
<th>Day</th>
<th>Month</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>April 12</td>
<td>1:00 p.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>April 13</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>April 14</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>Monday</td>
<td>April 15</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>April 16</td>
<td>7:30 a.m. – 10:30 a.m.</td>
</tr>
</tbody>
</table>
Certification Maintenance

To ensure that your session qualifies for AICP Certification Maintenance credits, please review the items below and adjust your session to meet these requirements. Bios are required for all speakers, and you must enter your biographical information online (see Updating Profile, Photo and Biography above).

Sessions must:
- Be designed to meet a specific planning-related training objective
- Be led by one or more experts on the subject
- Be designed to teach subject matter appropriate in depth and scope and at a level beyond what a planner with at least two years of professional planning experience would require
- Be non-promotional
- Address demonstrated educational needs
- Communicate a clearly identified educational purpose or objective
- Use learning methodologies and formats that are appropriate to the activity's educational purpose or objectives

Copyright Compliance

All presenters are responsible for abiding by copyright laws. APA is not responsible for material used in presentations which violates copyrights.

If your presentation includes content originally developed by someone other than you and taken from a copyrighted source, copyright permission may need to be obtained. You agree to do one of the following:
- Obtain permission from the copyright holder; or
- Inform the APA of the copyrighted content and we will work together to determine if copyright permission is required and to help you obtain it; or
- Modify your presentation to conform to copyright law.

Communicating with APA

Contact APA at speakerinfo@planning.org with any questions.
PRESENTATION TIPS & TRICKS

Review Your Assignment
Work with your session organizer or moderator to determine the session’s scope and purpose. Find out how your presentation fits into the session’s content and prepare a presentation that engages participants.

Know Your Audience
Conference attendees prefer speakers who are interesting and entertaining, but the primary desire is for practical, realistic suggestions. Do not rely on too many jokes, personal anecdotes, or lengthy descriptions of past triumphs. Conference audiences need useful and up-to-date information. They are looking for immediate applications. Cover procedural steps, policy issues, implementation tools, and challenges. Your audience will consist of attendees with a wide knowledge base. We advise you to gear your presentation so that it will resonate with more advanced planners. As a reminder, sessions which qualify for CM credit are not introductory in nature, so be sure to provide more advanced material.

Plan Your Approach
When introduced, say "thank you" and get right into your subject. Get to the point of your presentation quickly—most presentations are only 20 minutes. Provide information or tips you wish you had the first time you encountered challenges. Discuss typical problems and avoid unique situations. Describe techniques to be used, ways to handle problems, and pitfalls to avoid. Emphasize what is relevant and transferable to other communities. Do not spend too much time on the history of the project. Say more about fewer subjects rather than saying a little about many subjects.

Use Visual Aids
Audiences better retain information that they both see and hear than information they only see or only hear. Something as simple as a brief quote or a diagram can add to the educational soundness of your presentation. Before venturing into more high-tech visual presentations, make certain you have mastered the equipment and its quirks. Make certain you can keep a presentation going smoothly even when audiovisual problems crop up.

Practice makes perfect!
The most important thing you can do prior to your session is practice your talk and rehearse thoroughly with your audiovisual presentation. Do not forget to check your timing and ensure that you stay within your allotted timeframe.

Converting Your Ideas into an Effective Visual Presentation
- Prepare an outline and select your most salient points. Do not expect to incorporate everything you want to say onto the slides.
- Do not fill the slide with text. Aim for fewer words per slide, and have people focus on you for examples and explanations.
• Use images to illustrate a point or help people imagine a new concept but avoid gratuitous images. If what you are saying is important, but the image is unrelated, the image may distract people from hearing what you are saying.

**Delivering Your Presentation**
• Plan your delivery. Do not read your talk or repeat exactly what is on the PowerPoint slide.
• Speak from notes or an outline.
• Speak directly into the microphone loudly enough for all to hear. Check the microphone and ask the audiovisual staff person or your audience if they can hear you clearly.
• Budget your time. Plan to use all of your allotted time, but do not run over.
• Refer the audience to other helpful sources of information you may know about.
• End with a bang. Your final words should be as well chosen as your opening words.

**A Few Important Don'ts**
• Do not ignore the microphone. Speak into a microphone so attendees can hear you.
• Do not forget your audience. Tell attendees to use a standing microphone to make their comments, so the post-conference audio will be top-notch.
• Do not use profanity; tell off-color stories; or tell stories in which racial, ethnic, gender, or religious groups are derogated.
• Never apologize. The audience wants you to think highly of yourself and to do well; the audience wants to be part of a successful program.
• Do not begin by criticizing handout materials or the value of your presentation.
• Do not malign the host organization, your host, or your moderator, no matter how frustrated you may be. Address your problems in private; appear unflappable in public.

**SLIDE LAYOUT**

**REQUIRED SLIDE:**
To ensure that we tag your presentation correctly after the conference, please add the following information to your first slide.

<table>
<thead>
<tr>
<th>First Slide:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• First and last name</td>
</tr>
<tr>
<td>• Session title</td>
</tr>
<tr>
<td>• Session number (NPC19XXXX)</td>
</tr>
<tr>
<td>• Title of your portion of the presentation</td>
</tr>
</tbody>
</table>

Other than slide one, we ask that you use your best discretion when preparing your slides. Your goal should be to create a simple to read but visually appealing presentation which complements your verbal presentation. If you would like to use our template, please click here.
Layout:
• Simple and bold is best; do not use busy backgrounds
• Make sure there is good contrast between the text and background
• Keep intense colors to a minimum
• Use consistent text placement
• Do not over-animate with transitions

*Technical PowerPoint Guidelines*

The computers in the presentation rooms will be Windows-based PCs with Microsoft PowerPoint Office 2010 or newer installed. Presentations created both on PC and Macintosh platforms should work, but verification of proper performance, particularly if video is included in the presentation, is essential. All videos should be in .avi, .mpg or .mov format so they will run properly on the computers provided. Additionally, Macintosh users should name their presentations with a “.ppt” suffix.

PPTX, PPT, and PDF are all acceptable file types. However, PPTX is the preferred format for both Windows and Mac users. PPT is the legacy format from prior to PowerPoint 2007 and does not have all of the features of the newer standard. If a PPT presentation has videos, they will need to be individually uploaded along with the PPT file.

You may contact PSAV Support via e-mail at APA-Support@psavds.com to ensure your presentation will work.

View your presentation on your computer screen from a distance of 10 feet. If you are having trouble reading your monitor, the effect will be the same when projected.

**MODERATOR TIPS & TRICKS**

The moderator keeps the session presentation running smoothly. The moderator must prepare all speakers for the session, so they understand what is expected of them. Inform speakers of the date, time, and location of the presentation. Be precise and firm with speakers about the amount of time allocated to their presentations. It is important to remind your speakers of their time constraints, and keep the session moving at the agreed upon pace.

Prepare the audience to listen by introducing the session, its purpose, and key learning objectives. Introduce all speakers. Introductions should be informative but brief, warm but professional. You can obtain speaker biographies by reviewing them within the online conference program. Gather this material ahead of time to avoid last minute glitches.

Please read the announcements provided on each of the podiums.

All sessions should include time for discussion. Educational sessions are one hour and 15 minutes, so we suggest you leave 15 minutes for discussion. Audiences become frustrated and lose concentration if they are not permitted to interact with presenters. The discussion
can be broken up throughout the session, if the moderator keeps track of time carefully, or the discussion can take place at the end after all the presenters are done. You may want to prepare introductory, transitional, and closing PowerPoint slides.

**When a Speaker Runs Over Time**
- Inform speakers of time limits and that time limits will be strictly observed.
- Tell speakers you will signal them as they come to the end of their time.
- Alert speakers that they are coming to the end of their time one to two minutes before the end of the talks. You can say “time” softly to speakers or pass them notes with the remaining time.
- End the presentation if a speaker goes over time. Stand, walk toward the speaker, and perhaps put a hand over the microphone. Use an approach comfortable for you.
- Use appropriate measures when a speaker is a flagrant violator of the time. After the

**Handling Questions**
Each session room will be equipped with a standing microphone for attendees to use when asking questions. It is important that you have attendees use this microphone, so the entire audience can hear, and the questions can be recorded.

**Closing Remarks**
The moderator should be firm with time limits and warn the audience when a session is drawing to a close. Close the session promptly and invite the attendees to follow up individually with speakers outside the session room. Conclude a session with a short thank you to all the speakers.