



**2021 CHAIR, MODERATOR,**

**&**

**SPEAKER MANUAL**

**Contact:**

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## PRESENTATION DEADLINES

### October 24, 2021

**Hotel reservation deadline** - After this date, room rates may increase and are subject to availability. After this date you will need to reach out to the hotel directly. Hotel and other travel information can be found on our website menu under the Hotel & Travel tab.

### October 25, 2021

(1) Online **Mandatory Speaker Release forms** are due which gives Access Intelligence permission to make your presentation(s) available to conference delegates via the conference website following the conclusion of the conference. This is a requirement for speakers and panelists with presentations. The form can be found in Speaker Resources.

(2) **Presentations are due for mandatory review.** Upload as a **PDF** through Speaker Resources which can be found on the conference website at [www.cleangulf.org](http://www.cleangulf.org). Click the Menu icon on the upper right-hand side of the screen. You will see it listed under the Resource Center. Small changes/tweaks will be allowed after this deadline but must remain non-commercial in nature. Onsite presentations must be in **PowerPoint**. *It remains your responsibility to bring your approved PPT with you to the conference and copy it to the computer in your session room. See page 5 for complete information.*

Questions and/or problems should be directed to Cassie Davie, Sr. Conference Manager, phone + 713-343-1891, cell: 832-788-2603 [cdavie@accessintel.com](mailto:cdavie@accessintel.com).

## 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 (particularly valuable for panels)
- 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 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 between sessions

## GENERAL INFORMATION – CONFERENCE ROOMS

### *Who else is slotted in my session?*

Please go to <https://www.cleangulf.org/preliminary-conference-agenda/> and click on Menu to find the Conference Agenda.

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

CLEAN GULF 2021 will be held at Henry B. Gonzalez Convention Center, 900 E Market St, San Antonio, TX. We still anticipate a smaller than normal attendance at around 1,200+. We will be operating 3 rooms as opposed to 5 so as not to split the audience unnecessarily.

### *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 presentation 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 panelist 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 PP advancer, podium with microphone, table microphones for Q&A. Questions will be taking both from the in-person and virtual audience.

### *How do I get in touch with my Session Chair?*

You will receive your session chair's contact information in late September.

## MANDATORY PRESENTATION MATERIALS

**Attendees come to a conference searching for solutions to their problems. 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. Data can be found online.**

### 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 GULF 2021 logo somewhere on the first page
- Please use Widescreen (16:9) formatting

If your company template does not fit within these requirements the CLEAN GULF 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](mailto: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:

- Format for a widescreen (16:9) screen
- Tradenames should be limited to one use per tradename and referred to generically after that
- Photographs cannot 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.***

## SESSION CHAIR INFORMATION AND REVIEW PROCESS

### *Centralized Speaker Communication through Conference Staff*

While you are welcomed to interface directly with the speakers in your session, communication is centralized through Cassie Davie. Your speakers will receive:

- Acceptance confirmations and registration information
- Instructions on how to access our online speaker portal – Speaker Resources (this is where they will check or upload their bio and photo, download the speaker manual, upload their presentations prior to review)
- Registration reminders
- Presentation upload reminders (week before deadline, day of the deadline, day after the deadline if they didn't upload)
- Reminders to provide a bio (if they have not complied) to be used to introduce them prior to their presentation
- Onsite instructions

### *Review Process*

1. Session chairs are responsible for reviewing each presentation within their session. You will receive links to your speaker's PPTs about 5 days after the deadline of October 25, 2021. It easily takes that long or longer to communicate and collect PPT from speakers who have not met the deadline.
2. Deadline extensions may be given but must be coordinated in conjunction with Cassie Davie so that "where's your PPT" calls aren't made or emails sent. All PPTs must be reviewed so deadlines of greater than a week are discouraged to allow time for adequate communication between you and the speaker. Speakers are not allowed to use unreviewed and approved PPTs.
3. You will receive an email which contains individual links to the PPTs along with speaker contact information. Communicate directly with your speakers with review comments. That would include letting them know that no changes are necessary or if you have things that they have to change. Please review Mandatory Presentation Guidelines on page 5. You are the gatekeeper making sure the requirements are met.

*Please complete the review within 5 days of receiving the links.*

## ON-SITE SPEAKER PRESENTATION INSTRUCTIONS

**Bring a copy of your pre-approved PowerPoint** with you to the CLEAN GULF Conference on a flash/thumb drive.

**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 to their session chair/moderator prior to the conference that they would like to be asked and are prepared to answer. The session chair/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.*

## POST-CONFERENCE

Presentations will be available for viewing by conference delegates the week following the conference.

**By participating in CLEAN GULF as a speaker you agree that Access Intelligence has permission to make your PPT's available to conference delegates.**

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.

## HOW DO YOU CREATE A PRESENTATION THAT MEETS THE AUDIENCE'S NEEDS AND HELPS THEM REMEMBER YOUR MESSAGE?

*Keep it:*

- **Big**
  - **Simple**
    - **Clear**
      - **Focused**
        - **Consistent**

*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**

**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



# TIPS FOR CREATING A MEMORABLE POWERPOINT AND ORAL PRESENTATION

## *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

## *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