



**EMvision Talks  
Speaker Guidance**

**International Association of  
Emergency Managers  
63<sup>rd</sup> Annual Conference**

**November 13 to 18, 2015**

**Paris Hotel  
*Clark County, Nevada***

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## Special Notes

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### Conference Dates & Location

**Pre-Conference Trainings and Workshops:** November 13, 14, and 15

**Breakout and General Sessions:** November 16, 17, and 18

**IAEM presents EMvision Talks:** General Session on November 17<sup>th</sup>

Paris Hotel and Bally's Hotel  
Clark County, Nevada

### Important Dates

- |   |                                     |
|---|-------------------------------------|
| 1. Call for Speakers Opens                          | March 30, 2015                      |
| 2. Deadline to submit EMvision Talks Proposal       | May 29, 2015, by 5:00 pm ET         |
| 3. IAEM notifies speakers of selections             | August 3, 2015                      |
| 4. Feedback calls with Speaker Reps                 | August 3 through September 10, 2015 |
| 5. Final video of Talk and visual presentations due | October 1, 2015 by 5:00 pm ET       |

### Non-Commercial Nature of Sessions

IAEM provides a unique opportunity for open dialogue and the creative exchange of ideas among participants. Speakers may not endorse brand names or specific products in their presentation. Under no circumstances may this platform be used as a place for direct promotion of a speaker's product or service. Any presenter who violates this policy jeopardizes his or her opportunity to present at future IAEM conferences.

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## EMvision Talks – What Are They?

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IAEM presents EMvision Talks are modeled on the well-known TED™ Talk format. The Talks are a new way to communicate thought leadership in emergency management. These 5-minute presentations will be on the plenary stage on Tuesday, November 17, 2015 at the IAEM 63<sup>rd</sup> Annual Conference in Clark County, Nevada.

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## *EMvision Talks Intent/Purpose*

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- Provide a forum in which people can share an idea or a passion in the field of emergency management to foster awareness about and generate action on the subjects presented. Through the Talks, connections made between ideas and passions can spread to the audience and beyond.
- Speakers are highly encouraged to relate their Talk to the theme – Expanding the Spectrum of Emergency Management.
- Following the EMvision Talks session, speakers can connect with the audience to have more in-depth conversations.
- The purpose of EMvision Talks is for people to share their ideas and passions, not simply to be another lecture on emergency management.

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## *EMvision Talks Focus Areas*

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### **2015 Theme: Expanding the Spectrum of Emergency Management**

We are witness to profound political, environmental, technical and cultural changes. The challenges for emergency managers and other decision makers are more complex and urgent than ever. Merely reacting to events is no longer an option. More than ever, we must reach beyond the “normal” and push past the ideology and methodology that are commonplace and “safe” to **expand the spectrum of emergency management**. From forming creative partnerships and sharpening our technical expertise to embracing social science to better prepare, we must look beyond the conventional and limited role of current emergency management.

**When developing your EMvision Talk, consider one of the following topic areas:**

#### **1. Emergency Management: Phases or Mission Areas**

In the past, the four phases of comprehensive emergency management exemplified the

complex and intersecting nature of managing an incident regardless of size or type. As you explore expanding the spectrum of emergency management, what changes have you made in your approach with the advent of mission areas in emergency management? How has the inclusion of prevention and protection affected your work? Does the new non-cyclical paradigm resonate in your world? Are there distinct and clear cues for transitioning from phase to phase? What tools, methods or best practices help you expand your range of effectiveness? Presentations may focus on one or more phases/mission areas.

## 2. **Environmental and Political Influences**

We live in a rapidly changing world in which we must constantly make adjustments to stay relevant. Ever-changing technology, societal fluctuations, political climates, communication strategies, and weather patterns create a spectrum of challenges for emergency management. How do these changes influence the emergency management profession or its ability to effectively meet the changes? How can we be poised to be successful?

## 3. **New Partner Practices**

As the spectrum of emergency management expands, how does the profession of emergency management change? What unique partnerships have you developed? What new strategies or actions have you taken? How can we turn challenges into opportunities? What new tools, practices and relationships make up the spectrum? Do these changes require new types of collaboration?

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# ***EMvision Talk Guidelines and Format***

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Over the years, the IAEM conference committee has reviewed hundreds of submissions. As a result of these reviews, we have created a series of guidelines to help you develop the most effective Talk possible. Please review the following guidelines to ensure your Talk meets IAEM standards. We hope that people will speak from their hearts and minds, using slides only to underscore a point or paint a backdrop to the Talk.

- EMvision Talks will be on the plenary stage as a general session.
- Talks are limited to five minutes in length.
- Speakers should not speak so rapidly that the audience cannot understand. For example, keeping the Talk under 160 words a minute could translate to 800 words in a 5-minute Talk. Don't try to jam a 10-minute Talk into 5 minutes.

- Stick within the time limit and watch the timekeeper for the one-minute warning.
- It is important that speakers adequately rehearse their presentation prior to delivery. These limitations do not lend themselves to free flowing or off the cuff speaking.
- Slides and embedded videos are permitted; however, the Talk should convey the speaker's passion or idea, not the slides or video.
- The Moderator will do introductions. Slide decks should support the material presented and not include speaker introductions or concluding slides with contact information.
- Slides should be visual, well designed, and have minimal or no words. If speakers wish to offer additional written material, they are encouraged to do so in the form of handouts that can also be submitted online and will be made available via the IAEM to Go mobile app and the online conference program.
- *Absolutely no commercials.* The moderator will introduce you and identify your background and organization where you work. Spending time describing your company or service during your presentation is inappropriate and will jeopardize future opportunities to present at IAEM.
- The primary portion of the submission is a high-quality video recording of the speaker delivering the proposed EMvision Talk.
- Submissions will be reviewed by the EMvision Talks Working Group of the Conference Committee in a similar format to the breakout session presentations. Representatives will work with the selected speakers to fine tune their material.

Here is a suggested resource on developing effective Talks:

- Ted Talks storytelling techniques: How to Deliver a Great TED talk:  
<http://onforb.es/1fEDW20>

If you have questions about developing your submission and would like individualized assistance, ask to speak to Susamma Seeley at [sseeley@cc-mo.org](mailto:sseeley@cc-mo.org), Nancy Harris at [njharris27@comcast.net](mailto:njharris27@comcast.net) or Julie Husk at (703) 538-1795 x1789 or [jhusk@jaem.com](mailto:jhusk@jaem.com).

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## Submission Requirements

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The Call for Speakers will be open from March 30, 2015 through May 29, 2015. All applications must be submitted by May 29, 2015, at 5:00pm U.S. Eastern Time to be considered. No exceptions.

Submit your EMvision Talk submission to: <https://submit.iaem.com/EMvisionTalk2015/Submit>

***Please read this section carefully. You must adhere to ALL requirements for your proposal to be considered! Any missing items will automatically disqualify the submission from the selection process.***

### **Required**

- Complete all fields in the online submission form
- Copy and paste the link to the high-quality recording of the ***unlisted*** YouTube video of your proposed Talk for the IAEM 63<sup>rd</sup> Annual Conference
- ***IF*** you will be using a slide deck to support your Talk, submit the completed proposed slide deck in *PDF format only*

### **Optional**

- Submit any supporting handouts, *PDF format only*

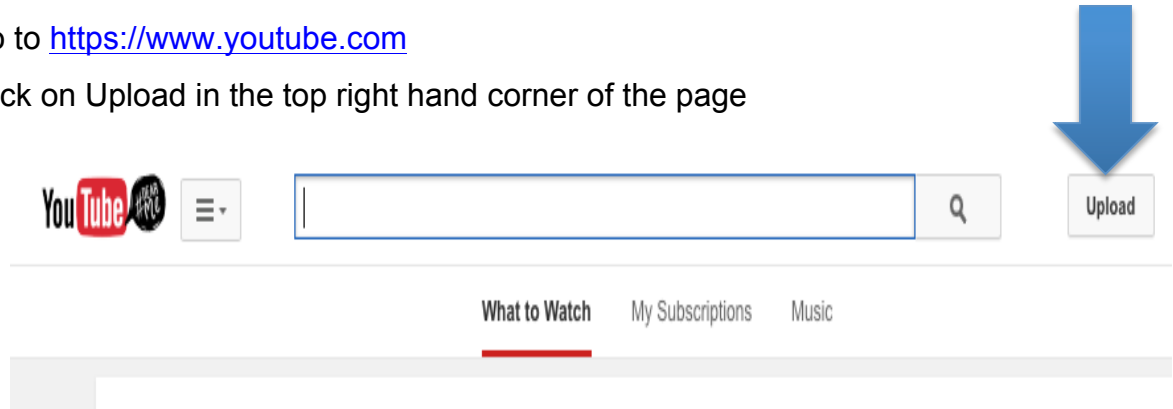
*Double check for typos before you submit – typos will decrease your score*

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## How to Submit the Link for the Unlisted YouTube Video of your EMvision Talk

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- Go to <https://www.youtube.com>
- Click on Upload in the top right hand corner of the page

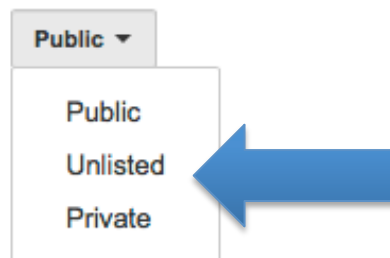


- Select **Unlisted** from the drop down box by clicking on the arrow to open the drop down box. Then click on 'Select files to upload' to select your video from your computer.



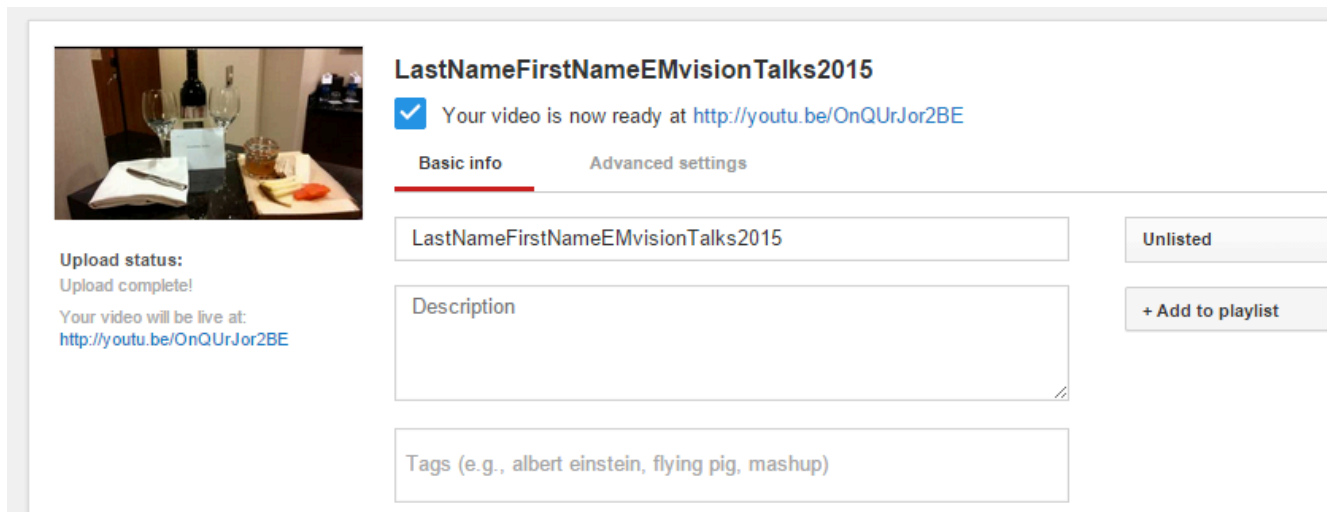
Select files to upload

Or drag and drop video files



- Wait for the video to upload completely.
- Name your video with your "LastNameFirstNameEMvisionTalks2015"
  - e.g. SeeleySusammaEMvisionTalks2015





**LastNameFirstNameEMvisionTalks2015**

✓ Your video is now ready at <http://youtu.be/OnQURJor2BE>

Basic info    Advanced settings

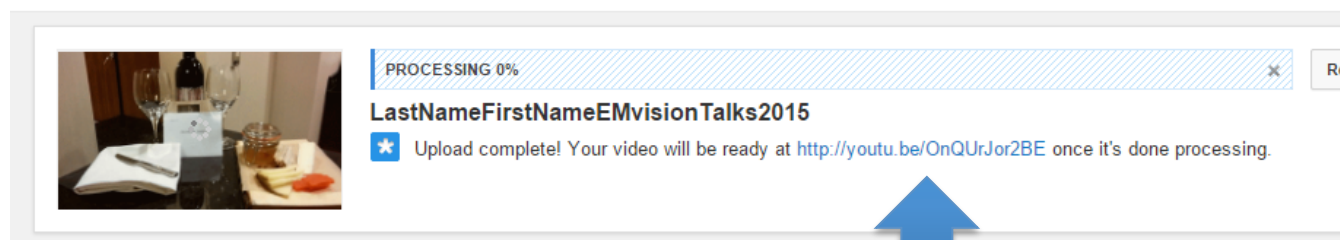
Upload status:  
Upload complete!  
Your video will be live at:  
<http://youtu.be/OnQURJor2BE>

LastNameFirstNameEMvisionTalks2015    Unlisted

Description    + Add to playlist

Tags (e.g., albert einstein, flying pig, mashup)

- When your video upload is done processing, you will be provided a link. Copy and paste this YouTube link in the online submission form where prompted.



PROCESSING 0%

**LastNameFirstNameEMvisionTalks2015**

★ Upload complete! Your video will be ready at <http://youtu.be/OnQURJor2BE> once it's done processing.

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## *Scoring Applications*

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Members of the EMvision Talks Working Group review and score the applications based on:

- A complete and accurate application – **Incomplete Submissions Will Be Disqualified And Removed From Review**
- Quality of submitted video and presentation materials developed for the IAEM Annual Conference
- Compelling presentation “story” that will engage the audience
- Adherence to conference theme - Expanding the Spectrum of Emergency Management
- Speakers’ experience and qualifications related to the topic
- Speakers’ charisma and passion as shown in their Talk
- Adherence to time limit



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## *EMvision Talks Contest*

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- The top 5 -7 EMvision Talks submissions will be selected to present on the plenary stage at the IAEM 63<sup>rd</sup> Annual Conference on Tuesday, November 17, 2015.
- All selected speakers will receive an in kind prize for being selected.
- The top speaker as voted by the audience will receive a complimentary registration to the IAEM 64<sup>th</sup> Annual Conference & EMEX in Savannah, Georgia.

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## *Once You Are Selected*

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### **Accommodations**

Speakers are responsible for their own accommodations. Please make reservations at:

Paris (Headquarters Hotel) or Bally's Hotel  
Clark County, NV

Information can be found on at:

<http://www.iaem.com/page.cfm?p=events/annual-conference/lodging&lvl=2>

### **Room Setup and Logistics**

The EMvision Talks will be held on the plenary stage. The plenary stage will be equipped with standard AV set-up to include a laptop, projector, screen and microphone. If you have other AV requirements, to include any access or functional needs, indicate so in the AV Requirements section of the online submission form. We will work to reasonably accommodate your request.

IAEM uses the IAEM to GO mobile app. It will provide up-to-date information and real-time view of your presentations and handouts.

### **Final Presentation Notes**

Please note that the Conference Committee:

- Reserves the right to review and make suggestions for design changes to the

presentation of the accepted speaker. The Conference Committee will assign a representative to assist you during the development of your final Talk. This representative will work with you to develop the most effective presentation possible to meet the Conference Committee guidelines.

- Welcomes handouts from the speaker. Utilize this option to keep your presentation within our guidelines. This handout can be uploaded with your approved final video.
- Will cancel a Talk if the original speaker or submitted topic is no longer available.
- The Moderator for this session will contact you two weeks before the conference. He will be your point of contact before and during the conference and will help you with logistics for this session.

### Final Materials

You must submit a video of the final version of the accepted Talk and a pdf, plus a non-pdf version of the final slide presentation, if any, **by October 1, 2015, at 5:00 pm U.S. Eastern Time. After this date, you are in jeopardy of being removed from the conference program.** Exceptions will be made for copyrighted materials.

**The EMvision Talks Working Group will conduct a review of a speaker's final video and slide presentation and will notify the speaker if any additional changes are recommended. Failure to adjust the final Talk or slide presentation to the standards of the Conference Committee will result in the loss of the EMvision Talks slot.**

### When You Arrive at the Paris Hotel

If you have registered ahead of time, you may pick up your registration materials at the registration desk. If you have not registered ahead of time, please use one of the on-site registration kiosks to do so and then proceed to the registration desk.

EMvision Talks will be held on the plenary stage at the IAEM 63<sup>rd</sup> Annual Conference on Tuesday, November 17, 2015. IAEM will notify you in advance of the time and location of the general session room. Please check the online conference program or IAEM to GO conference mobile app for this information and any changes prior to your session. Please arrive at the general session room at least 30 minutes before the beginning of the EMvision Talks to meet the moderator from the Conference Committee. The moderator will ensure you

have appropriate working AV and will introduce you to the audience during the session. Speakers will be notified at the one-minute mark and the moderator will stop you at the five-minute mark.

There will be a mandatory practice session on Monday, November 16<sup>th</sup> at 7:30 pm local time for approximately thirty minutes. All EMvision Talks selected speakers must attend. **Failure to attend will result in your Talk being removed from the conference program.**

### **Speaker Preparation Room**

A speaker preparation room will be available Sunday through Tuesday.

### **Published or Recommended Books**

If you are a published author and would like to donate copies of your book for the IAEM Bookstore OR if you have a list of recommended books for your audience, contact Julie Husk, [jhusk@iaem.com](mailto:jhusk@iaem.com).

### **Media**

If you have questions regarding media interviews, please contact Dawn Shiley at [Shiley@iaem.com](mailto:Shiley@iaem.com).

### **In Case of Emergency Prior to Event**

If you are unable to present as the result of a last-minute emergency, please call **Julie Husk at 703-538-1795 x 1789 or email [jhusk@iaem.com](mailto:jhusk@iaem.com)**. We will provide you with the onsite office telephone number closer to the conference date.

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## 2015 Tentative Program

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### **Friday, November 13, 2015**

2:00pm – 5:00pm Registration Opens  
8:00am – 5:00pm Pre-Conference Trainings and Workshops

### **Saturday, November 14, 2015**

7:30am – 5:00pm Registration and IAEM Store open  
8:00am – 5:00pm Pre-Conference Trainings and Workshops

### **Sunday, November 15, 2015**

7:30am – 5:00pm Registration, IAEM Store and Book Store open  
8:00am – 5:00pm Pre-Conference Trainings and Workshops  
8:00am – 5:00pm Caucus and Committee Meetings  
5:30pm – 8:00pm Welcome Party

### **Monday, November 16, 2015**

7:30am – 6:00pm Registration, IAEM Store and Book Store Open  
8:00am – 9:00am Opening Ceremonies, Presentation of Colors, Welcoming Remarks and Awards  
9:00am – 9:30am Keynote Address  
9:30am – 10:15am General Session  
10:30am – 12:00pm Community Showcase Breakouts  
12:15pm – 1:45pm Lunch, General Session  
2:00pm – 5:45pm Breakout/General Session and Region Meetings  
2:00pm – 4:00pm EM Career Workshop  
6:00pm – 8:00pm Emergency Management and Homeland Security Expo (EMEX) - Opening Reception  
6:00pm – 8:00pm Crisis Technology Center  
7:30pm – 8:00pm Mandatory EMvision Talks practice session  
8:00pm – 9:30pm New Emergency Managers Networking - Future Leaders in Emergency Management Reception

### **Tuesday, November 17, 2015**

7:30am – 5:00pm Registration, IAEM Store, Book Store and Crisis Technology Center Open  
7:30am – 7:00pm EMEX Open  
8:00am – 9:30am Community Showcase Breakouts  
10:15am – 10:45am Announcements and IAEM - Global and USA 2015 Awards Competition Winners  
10:45am – 11:45am IAEM *presents* EMvision Talks  
11:45am - 1:15pm Lunch in EMEX 2015  
1:15pm – 5:30pm Breakout/General Sessions and Caucus/Committee Meetings  
5:30pm – 7:00pm Reception in EMEX  
6:30pm – 8:00pm IAEM Scholarship Auction

### **Wednesday, November 18, 2015**

7:30am – 2:00pm Registration, IAEM Store, Book Store and Crisis Technology Center

	Open
7:30am – 2:00pm	EMEX Open
8:45am – 9:15am	IAEM – Global and USA 2015 Awards Competition Winners
8:00am – 11:45am	Breakout/General Sessions
10:15am – 11:15am	IAEM - USA Annual Business Meeting & IAEM Annual General Membership Meeting
11:45am – 1:45pm	Lunch/Basket Raffle, Silent Auction in EMEX 2015
1:45pm – 3:30pm	Breakout/General Sessions
6:00pm – 8:30pm	President’s Reception and Banquet/CEM/AEM Awards Program

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## **General Contact Information**

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### Conference Managers

#### **Association & Society Management International, Inc. (ASMI)**

201 Park Washington Court  
Falls Church, VA 22046-4527

**Julie Husk**, ASMI Program Manager

Telephone: (703) 538-1795 x1789

Fax: 703-214-5603

Email: [jhusk@iaem.com](mailto:jhusk@iaem.com)

Website: [www.iaem.com](http://www.iaem.com)

### IAEM Conference Committee

#### **Susamma Seeley, MPA, CEM, Chair**

Director, Disaster Response, Catholic Charities of Missouri

[sseeley@cc-mo.org](mailto:sseeley@cc-mo.org)

#### **Nancy Harris, Vice-Chair**

Director of Training and Exercise, Regional Catastrophic

Preparedness Grant Program NY-NJ-CT-PA

[Njharris27@comcast.net](mailto:Njharris27@comcast.net)

### Media Contacts

#### **Dawn Shiley**, ASMI Marketing & Communications Director

Telephone: (703) 538-1795 x1709

Email: [Shiley@iaem.com](mailto:Shiley@iaem.com)

Thank you for your interest and support of the 2015 IAEM Annual Conference!