

Speaker Guidance

IAEM's 57th Annual Conference

**Thursday, October 29 –
Friday, November 6, 2009**

**Orange County Convention Center &
Rosen Centre Hotel
Orlando, Florida**

SPEAKER DELIVERABLES CHECKLIST

ITEM

DEADLINE

- | | |
|--|-------------------|
| 1. Proposal to present | April 24, 2009 |
| 2. Submit final version on your presentation | September 1, 2009 |

GENERAL CONTACT INFORMATION

Conference Dates & Location

Thursday, October 29 – Friday, November 6, 2009

Pre-Conference Workshops – 10/29, 10/30, 10/31, 11/1

Breakout Sessions – 11/2, 11/3, 11/4

Post-Conference Workshops – 11/5, 11/6

Orange County Convention Center
Orlando, Florida 32819
Website: <http://www.occc.net/>

Rosen Centre Hotel
9840 International Drive
Orlando, Florida 32819
Phone: (407) 996-9840
Toll Free 1 (800) 204-7234
Website: <http://www.rosencentre.com>

Conference Managers

Association & Society Management International, Inc. (ASMI)
201 Park Washington Court
Falls Church, VA 22046-4527

Mary Ackleson, ASMI Program Manager

Telephone: (703) 538-1795 x1789
Fax: 703-214-5603
Email: ackleson@iaem.com
Website: www.iaem.com

IAEM Conference Committee - Leadership

Carolyn Harshman, Chair

President, Emergency Planning Consultants

Daniel Robeson, Co-Chair

Assistant Director – Planning, Johnson County Emergency Management & Homeland Security

Media Contacts

Dawn Shiley-Danzeisen, ASMI Marketing & Communications Director

Telephone: (703) 538-1795 x1709

Email: Shiley@iaem.com

Speaker Accommodation

Speakers are requested to book accommodations into the following hotel:

Rosen Centre Hotel
9840 International Drive
Orlando, Florida 32819
Phone: (407) 996-9840
Toll Free 1-800-204-7234
Website: <http://www.rosencentre.com>

We expect IAEM member speakers to seek participation support from their employers and if it is not available, we will provide up to \$500 to be used for travel and/or accommodations. We will also waive the registration fee (\$550 value), however Speakers are still required to register for the Conference.

PROGRAM

Registration and all sessions take place in the South Concourse, Orange County Convention Center.

Thursday, October 29, 2009

8:00am – 5:00pm Pre-Conference Workshops

Friday, October 30, 2009

8:00am – 5:00pm Pre-Conference Workshops

Saturday, October 31, 2009

7:30am – 5:00pm Registration Open
8:00am – 5:00pm Pre-Conference Workshops
9:00am – Noon Packet Stuffing

Sunday, November 1, 2009

7:30am – 4:30pm Registration Open
8:00am – 5:00pm Pre-Conference Workshops
8:00am – 5:00pm Committee & Caucus Meetings
5:00pm – 6:30pm Welcome Reception

Monday, November 2, 2009

8:00am – 5:00pm Registration Open
8:30am – 10:30am Opening Ceremonies, Opening Address and General Session
11:00am – Noon General Session
2:00pm – 6:00pm Breakout Sessions
6:00pm – 8:00pm EMEX Opening Reception

Tuesday, November 3, 2009

7:30am – 4:00pm Registration Open
8:00am – 6:00pm EMEX Open

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|-----------------|---------------------|
| 9:00am – Noon | General Session |
| 2:00pm – 4:30pm | Breakout Sessions |
| 6:00pm – 7:30pm | Scholarship Auction |

Wednesday, November 4, 2009

| | |
|-------------------|--|
| 7:30am – 4:00pm | Registration Open |
| 8:00am – 2:00pm | EMEX Open |
| 9:00am – 10:00am | General Session |
| 11:00am – 3:00pm | Breakout Sessions |
| 3:00pm – 4:30pm | IAEM-USA General Membership Meeting |
| 6:00pm – Midnight | President’s Reception, Banquet and Entertainment |

SESSION INFORMATION

Developing Your Session

While developing your session, should you have any questions, please do not hesitate to contact Mary Ackleson, ASMI Program Manager at (703) 538-1795 x1789 or ackleson@iaem.com. Please ensure that your presentation allows time for Q&A and does not exceed the time allocated.

Non-Commercial Nature of Sessions

IAEM provides a unique opportunity for open dialogue and creative exchange of ideas among participants. With this in mind, speakers and moderators must refrain from the use of brand names or specific product endorsements in their presentation. Under no circumstances is this platform to be used as a place for direct promotion of a speaker’s product, service or monetary self-interest.

Handout Materials

Website

The electronic version of final presentations/handouts must be emailed to Mary Ackleson **no later than September 1, 2009**. After this date, you will be in jeopardy of being removed from the conference program. Exceptions will be made for copyrighted materials.

When You Arrive at the South Concourse of the Orange County Convention Center

The conference registration will be set-up in the South Concourse. Please proceed to the speaker registration area to receive your materials.

The Conference Program will identify the room where your session will take place. Please ensure that you arrive at the room least 15 minutes prior to the start of your session to meet the moderator and the volunteer assigned to your room. The moderator will introduce you to the audience and the volunteer will ensure your audio visual requirements are as requested.

Speaker Preparation Room

A “Speaker Preparation Room” will be available for your convenience from Sunday, November 1 to Wednesday, November 4, 2009.

Room Setup

Please note that the room setup for the Breakout Sessions will be a mix of classroom and theatre style. The Pre- and Post-Conference Workshops will be classroom style unless otherwise requested.

Attendance at Breakout Sessions and Pre- and Post-Conference Workshops

If you have a particular request regarding maximum numbers in your breakout session or workshop please advise Mary Ackleson. Nearer the time of the conference we will advise you of the current anticipated numbers in your breakout session or workshop.

Session Introductions

You will be introduced at the beginning of your session. We will be using the brief biographical you provide during the abstract submission process.

Media

If you have any questions regarding media interviews please contact Dawn Shiley-Danzeisen at Shiley@iaem.com.

Evaluations

Attendees will be asked to evaluate each session they attend. Evaluation forms will be available online after the conference. Please remind attendees to complete the evaluations at the end of your presentation. You will receive the results of your evaluations approximately one month following the conference.

In addition, we will also provide speakers with their own evaluation of the conference. We greatly appreciate your feedback and request that you spend a little time to let us have your comments and suggestions. This will provide valuable input into the planning of future conferences.

In Case of Emergency – Prior to Event

If you are unable to present as the result of a last-minute emergency, please call **Mary Ackleson**. We will provide you with the onsite office telephone number closer to the conference date.

DEVELOPING YOUR SESSION

The following is guidance on the development and presentation of your PowerPoint. Please review the following to ensure your presentation is of the quality and standard that participants have grown to expect at the IAEM Annual Conference.

Creating Effective PowerPoint Presentations:

- Please provide a title page slide for your presentation that includes the title of the presentation and you name, at a minimum. All other pages may of your own design.
- Use no more that 6 lines per slide with no more than 6 words per line.
- Use a 24 point font or larger.
- Upper case and lowercase lettering is more legible than all capital letters.
- Use a sans-serif font such as Arial or Helvetica as they are the easiest to read.
- Vary the size of lettering to emphasize main headings and subheadings – but avoid using more than three type sizes per slide.
- Dark colors on a light background are the easiest to read. The background color should provide the sharpest contrast for charts and lettering. The most effective background colors are blue, turquoise, purple and magenta.
- Simple charts and graphics are better than complex, cluttered ones.
- Avoid the use of too many colors, patterns and graphics on one slide.

Magic Rule of Six - If a graph or drawing has too much information on it, understanding is reduced. Research shows that the brain identifies and recalls up to six (6) items with relative ease. After that, a compression stage drastically reduces identification and rate of recall.

Presentation Tips and Cautions

- Get right into the subject matter as quickly and dramatically as possible.
- Do not begin the presentation with a lot of detail; give an overview of what the audience will learn, why this is important and how it will affect their operations.
- Be specific. Use numbers. Use examples.
- Use a rapid fire pace, do not linger or dwell.
- Be Familiar with the Material - don't read from the slides.
- **Stick to the time schedule** - please practice your material before coming to the conference; talk to the your moderator before the session and agree on a signal when you are close to your time limit
- Be relevant to the audience. Use relevant examples to their work.
- Look for audience participation and questions throughout.
- Do not underestimate the audience.
- Use your visual aids effectively. Do not put your entire speech into the PowerPoint Presentation. Do not put complicated graphs and charts into PowerPoint.
- Questions. Repeat the question to make sure that everyone in the audience knows what has been asked. If you have run out of time offer to take questions personally after the session ends
- No commercials please! Your name, title, and organization have been listed in the program.
- A good resource for graphics www.slideshare.net

Here are a couple of links on how not to do a PowerPoint. Please review them to ensure you are not one of these.

If you haven't seen Don McMillan's PowerPoint routine, check it out at:

<http://video.google.com/videosearch?q=don+%2B+powerpoint&hl=en&emb=0&aq=f#>

Also see:

<http://video.google.com/videosearch?q=don+%2B+powerpoint&hl=en&emb=0&aq=f#>

*Thank you for your interest and support of the
2009 IAEM Annual Conference!*