SWE Speaker Guide
SPEAKER RESPONSIBILITIES
Minneapolis Convention Center, Minneapolis, MN

Purpose: The purpose of this document is to outline the speaker expectations and recommendations for speaking at WE18. There will be 12,000-14,000 participants at WE18 and close to 300 sessions, with 15-20 concurrent sessions. Due to the large size of the conference, and in order to provide content that supports SWE's **professional excellence strategic goal**, all speakers must follow the guidelines outlined in this speaker kit. Failure to follow the guidelines may prevent you from speaking at future SWE events.

GUIDE CONTENTS

RULES OF ENGAGEMENT

- <u>Speakers who do not show up to present will be disqualified from presenting at all future SWE conferences.</u>

- Speakers should have exemplary delivery skills and ability to adapt adult learning principles to a large group. We recommend that you research and practice some of the key strategies for facilitating learning. SWE can provide resources that will help you develop and design your presentation.

- Refrain from any overt statement or pointed humor which disparages the rightful dignity and social equity of any individual or group when delivering from any SWE platform.

- Do not use your session to sell, promote, or endorse products. You may mention your product(s), but further promotion is prohibited. Book signings can be done in the SWE Boutique.

- SWE practices an open approach to learning and growth. Those appearing on SWE programs may represent disparate views. SWE does not endorse speakers, their viewpoints or their organizations

- Due to fire codes, do not move the chairs. Keep in mind that, although the chairs can't be moved, creative speakers can still engage and interact with their audiences.

IMPORTANT DATES

- **May 21 –** Complete and sign speaking agreement

- **August 1st –** To ensure your session has the correct content in the program guide, all final content, including speakers and bios, must be submitted into the abstract management site prior to August 1.

- **August 1st –** Complete the speaker confirmation for all speakers so that SWE has an accurate count of presenter attendance.

- **September 15 –** Registration Discount – Using the approved speaker code that was sent to you in your acceptance email to register for WE18.

- **October 1 – Final Presentation** – If you would like to provide an electronic copy of your presentation to attendees, please submit it to the abstract management site by October 1st for it to be included in the WE18 app and website. If you have forgotten your username and password, you can reset it in the management site. on the "Support" page.

SPEAKING TO AN ADULT AUDIENCE

Remember that this is a learning experience. To the adult learner, the delivery method is as important as the content. In addition, **attendees expect sessions to reflect the descriptions and learning objectives included in WE18 program guides. Failure to do so is the number one negative comment about sessions.** We recommend reviewing the session objectives at the beginning and end of your session in addition to providing time for questions.

DELIVERY METHODS – WHAT YOU SAY AND HOW YOU SAY IT

- Keep in mind that adults learn best when theory is applied to practical situations. SWE audiences want information on how to apply session ideas to their work and organizations.
- Adults need variety in the session format to hold their interest. Be creative and keep in mind the large group setting.
- Identify the most critical issues for discussion (top challenges attendees face relating to your session, lessons learned that relate to the topic, new processes, etc.).
- Provide relevant facts and/or statistics
- Provide a method for evaluating if attendees can achieve the stated learning outcomes.
- Simplify complex ideas. WE Conferences welcome women engineers from a variety of disciplines and backgrounds, so try to make sure that people without the same domain of expertise can understand the concepts. Give examples and be specific.

SESSION OUTLINE

1. Introduce yourself and any co-speakers (unless you are presenting a Lightning Talk, there will **not** be a moderator to introduce you).
2. Start off by demonstrating the value of attending your session, by reviewing learning objectives – "after attending this session, you should be able to _____."
3. Ask questions early to stimulate the learners and create a climate of participation. Remember to continue to provide opportunities for questions and answers throughout the session. When fielding questions, repeat any questions from the floor before answering.
4. Model with specific, real-life examples as many of the concepts you are delivering in the session as possible.
5. Attendees appreciate exemplary copies of materials which can be viewed online – these must be posted online by October 1. Please refer to the "Important Dates" section on page 1 for directions on how to post your presentation and/or supplementary virtual handouts.
6. Summarize at the end of the session and close with a memorable idea that leaves the learners with a positive impression and information they can take back to the job.

CREATING YOUR PRESENTATIONS

- Limit use of PowerPoint as a delivery mechanism. Instead, design interactive exercises to engage with the participants and have them engage with each other.
- When possible, replace words with images. Graphics are easier to read.
- Keep slides simple. Limit each slide to one idea or topic.
- Limit each slide to fewer than six lines with no more than six words per line.
- Standard output resolution is 1024' x 768'.

CREATING YOUR PRESENTATIONS

- <u>Make eye contact with audience</u> – Find several friendly looking people in different parts of the audience and look at them while you speak. Eye contact is very powerful and will help to engage the audience. Even if you must glance at your notes from time to time, try to make eye contact!

- <u>Nervousness</u> – Feeling nervous before speaking is natural, but nerves can get in the way of effective speaking. Some tips to deal with butterflies in the stomach: Take a deep breath before you go on, it sounds simple but works. Visualize giving the speech beforehand: Imagine being on stage, in a loud, clear and confident voice. Finally, remember you are in a supportive community of women who want you to succeed: people want to hear your talk and learn from you.

- <u>Rethink your multimedia</u> – If you choose to use PowerPoint slides, don't repeat what is featured on the slide. This can seem repetitive to the audience. Rather use them as a jumping off point for your talk. Another suggestion is to use a video that plays on the screen as you talk. This will provide a visual backdrop to your talk.

- <u>Don't forget to breathe</u> – Check-in with yourself during your talk and remember to relax and have fun!

ONSITE LOGISTICS

SPEAKER READY ROOM

The Speaker Ready Room is an excellent place to familiarize yourself with the AV equipment and talk to a technician about the technical aspects of your session <u>before your session</u>.

ARRIVE IN YOUR SESSION ROOM 10 MINUTES EARLY (UNLESS OTHERWISE STATED)

- Introduce yourself to the room monitor (a conference volunteer) and kindly ask the monitor to control interruptions so you can get organized for your session.

- Test all audiovisual equipment and overheads prior to beginning your session. Rooms will include a lectern at the head table, standard A/V equipment, a laptop, microphones, projector, and screen. In most instances, audiovisual equipment for all sessions in a meeting room on a day will be placed in the room before the first sessions begin. Technicians will check your room prior to the first session to ensure that all requested equipment is in place and operating correctly. Please do not move or remove any equipment from the room—there is no time between sessions to re-set equipment.

- Lightning Talk speakers are asked to arrive 30 minutes before the start of their sessions. Please refer to the Lightning Talk Speakers Guide if you are a Lightning Talk speaker.

SESSION ROOM SETUP

- Sessions will be set up using the standard room configuration (theater-style). **DUE TO FIRE SAFETY CODES, THE ROOM SETUP CANNOT BE CHANGED.**

- Please do not plan on accessing the internet since connectivity will not be available in all rooms. Instead bring your presentation visuals on a thumb drive.

ROOM MONITORS

- Ask your assigned session monitor to dim lights during your presentation, and to signal to you when your time is up.

- Ask your room monitor to **strongly encourage participants** to fill out the online evaluations using the WE18 app. *No paper evaluations will be used onsite at WE18.

CO-SPEAKERS (IF APPLICABLE)

- If there is more than one speaker in your session, turn off your microphone when you are not speaking to avoid distracting from your co-speaker.

- Head table (6') for two on the floor (there will not be risers in the rooms). If your session consists of a panel of speakers, this set-up will be adjusted.

LIGHTNING TALK SPEAKERS

As a Lightning Talks presenter, you will join other speakers scheduled during a "block" of time. Lightning Talk blocks will be 1.5 to 3 hours long and include a variety of presenters *(Figure 1)*. Please take note that you are assigned a block time, but **you will only be presenting for 15 minutes. You are required to stay for the entire block to support your fellow speakers.**
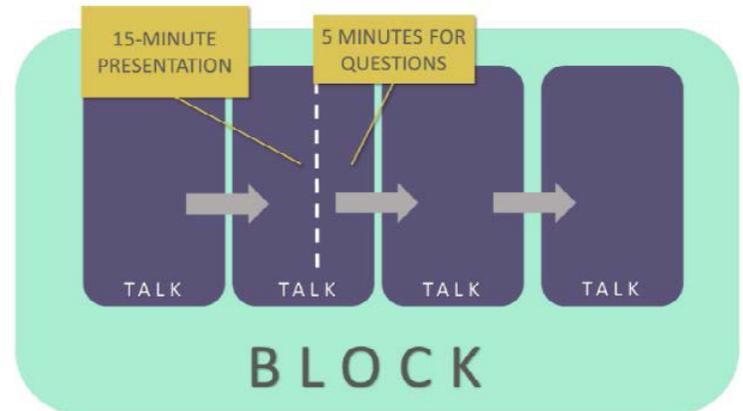
Figure 1 Lightning Talk format

LIGHTNING TALK EVENT DETAILS

- <u>Before the event:</u> Make sure to arrive at the session location **30 minutes prior to the start of your Lightning Talk block**. Punctuality and start-time are crucial because attendees come for specific talk in the block. When you arrive, please introduce yourself to the Moderator and other speakers in the room.

- <u>Before the event:</u> We know that speakers are very busy at conference and may have competing priorities. While it is not recommended, if you need change the speaker order, decide with your fellow speakers to rearrange the order. It's necessary that everyone be on the same page before the first talk begins.

- <u>Bring to your talk:</u> You must bring a copy of your presentation on a zip drive. There is no guarantee that there will be internet coverage in the meeting rooms.

- <u>At the event:</u> You will sit in the audience and enter the stage from the audience. You are required to stay for the whole block and encouraged to mingle during breaks.

- <u>During the talk:</u> Your talk must not go over the allotted time **(never longer than 15 minutes)** - this is critically important to allow all speakers time to present. A volunteer will provide a cue when you have 5 minutes left and then again when your time has run out.

- <u>After your talk:</u> Every presenter is given 5 minutes after his or her talk to take questions. There is an expectation that you remain to see the rest of your fellow block presenters after taking questions

GUIDELINES FOR LIGHTNING TALKS

- **End on time.** Going over 15 minutes will take time from the people that follow you.

- <u>We encourage you to provide supportive feedback on other speakers' talks</u>, which can be demonstrated by applauding and asking questions if audience members do not.

- <u>Rehearse your talk in front of a friend or colleague</u> to ensure that you stick to the time constraints as well as make sure that your content is clear and impactful.

- <u>Have Fun!</u> This is a great way for participants to hear a variety of different topics in a timely manner. Enjoy yourself up there!

SESSION EVALUATION FORM

The questions below are provided to conference attendees through the session evaluation (i.e. survey) in the WE18 app. *No paper evaluations will be used onsite at WE18. Please consider these evaluation questions as you plan and prepare for your session. Each question is a standard Likert question that uses a 1 to 5 scale (with 5 being the highest value). The evaluation results will be referenced by the conference planning team when planning future conference programs. It is helpful to remind participants at the start and end of your session to complete the evaluation.

EVALUATION QUESTIONS:

- How do you rate the content for this session?
- Did the session meet the stated learning objectives?
- How do you rate the quality of the speaker(s)?
- Overall, how do you rate this session?
- Was the material presented at the right level of difficulty for you?
- Should SWE continue to offer this topic at conference?
- Please rate the value of the session compared to the cost (for Career Enhancement Series sessions only).
- How would you rate the quality of discussion during the session?