

## Speaker Presentation Expectations and Guidelines

SMW brings together the best of the best—the best speakers, the best vendors, and the best networking and social activities all. Our goal? To provide you an educational experience facilitated by only the most respected minds in the industry so you can return to office with a solid action plan and valuable business contacts. Our attendees have high expectations that you will offer them relevant, impactful content that they can use immediately.

**Please consider these guidelines as you prepare your presentation.**

### Get to the point

- Most Sessions are 60 minutes long. Spend just a couple of minutes introducing yourself, your topic, and the context of your session. If you are giving a case study, avoid the temptation to tell the audience everything about your company. Give them enough information to understand your unique situation and the basis for your case study focus. Breakfast Briefings are 45 minutes long.
- Spend about 45 minutes presenting your content. Dedicate about 3 minutes building the bridge between the content you have shared and realistic next steps the attendees can take to implement what they have learned. Reserve 10 minutes for Q&A.
- Refrain from personal or sales promotion. This is an *educational* conference, not a marketing performance. Our guests expect your professionalism, and we treat a "promotional" complaint with the utmost concern.

### Before you arrive at the conference

- Review all of the sessions on your track, taking note of the specific content of the sessions that precede and follow yours. This step will reduce redundancy between sessions and help you focus exclusively on your core topic. You do not have to cover the entire support spectrum, just your specific topic.
- Practice your presentation out loud at least two times in front of a group.
- Provide as much concrete information as you can, connection theory with best practice and your experiential knowledge.
- SMW is an international conference. Our audience is a multi-cultural group that comes from all 50 states, Canada, Mexico, and 25 other countries representing all continents around the world. Please be respectful of this diversity and refrain from making value judgments about international issues.

### ***Why do we ask you to submit presentations slides for publication?***

- Presentation materials are critical to the conference customer's satisfaction with the event. One primary reason a session receives poor evaluations is the speaker's failure to submit appropriate, content-rich and complete presentation materials.
- We will offer a program guide onsite with session descriptions and session definers, to help the attendees select appropriate sessions to attend.
- One week prior to the conference, we will publish the handouts on the SMW conference web site - for attendee access only. Attendees may choose to print out presentation materials in advance.
- Power Point presentations are the required standard for all sessions. Electronic copies of your presentation materials are required.
- We reserve the right to cancel a presentation if materials are not submitted.

### **Powerpoint Presentation Guidelines:**

- Submit your PowerPoint presentation in .ppt and/or .pptx format.
- Maximum File Size: 32 MG
- SMW PPT Template is required on all slides
- Font Size: 20 points or larger. 24 points suggested.
- 16:9 Format
- Last Slide: Must read "Thank you for attending this session. Please fill out an evaluation form."
- We will create PDF versions of your files before we post them on the conference web site and will have them posted one week before conference for paid attendee access.

### ***Submit your PowerPoint slide presentation:***

- Please upload your powerpoint presentations by going directly to the BOX link provided. You will receive instructions via email with this link.
- Make sure to label your presentation in the following format: Session Number, First and Last name. For example: Session810-John Smith

### ***The content of your materials:***

Your presentation materials must be content-rich and free from any sales, marketing, or other inappropriate commercial content.

- Speakers are responsible for obtaining permission to use any copyrighted materials.
- We reserve the right to remove any content we feel violates copyright laws and any content that we consider inappropriately promotional. We will notify you in advance if we make changes to your submitted materials.