

SUPER FORUM 2020

SPEAKER GUIDELINES

September 20-22, 2020

Washington, DC

Welcome!

Thank you in advance for speaking at Super Forum 2020. The entire team appreciates you taking the time to share your passion and expertise at Super Forum.

We will be in touch with timelines on when your first draft is due for review, and the date and time of your session but in the meantime, we wanted to share our speaker guidelines that contains valuable information.

Presentation Guidelines

What it means to speak at Super Forum:

- We owe it to the audience to deliver actionable and educational content
- Most common feedback we get (positive or negative) is on quality of speakers / talks

Delivery Guidelines:

- **Stick to your topic** – Attendees expect to hear content based on the session description.
- **Actionable learnings** - Details of what you did to *overcome* an issue, what the business *impacts* were, *unexpected* twists encountered (or what failed) and what you would *do differently* if given the opportunity, learned best practices. Spend minimal time on the issue itself.
- **Share your true opinions** – A diversity of opinions will enhance a topic.
- **Avoid company-specific acronyms** – Some may not be familiar to others.
- **Energy** – Passion promotes active listening and makes you more memorable.
- **Dialogue** – Be open to Q&A during the discussion. This will further engage the audience.

What our attendees appreciate the most:

- **Depth is better than breadth**—cover fewer topics more deeply.
- **Cover the latest and greatest**—attendees come to Super Forum to learn.
- **Be entertaining** - Attendees are investing their time and money to hear what you have to say. Give them a good show.

Presentation Rules & Tips

- **Requirements**
 - Use the Super Forum 2020 template
 - Minimum font size of 16 pt
 - Keep slide titles where they are
- **Tips**
 - Challenge yourself to create slides that will compel the audience to snap a pic
 - **Rehearse and Time yourself** – State your points in the shortest time possible
 - Start your presentation on time
 - **Work with co-presenter and moderator** – Make sure you don't overlap on points. Find areas where you differ to promote healthy debates.
 - **Buffer** – Leave time at the end for Q&A
 - One topic per slide
 - **Avoid animations** - If you have a graphic that builds, please do it over multiple slides rather than use animations.
 - **Keep bullets to a minimum** – too much text can distract
 - Avoid placing text and images at the edges, and avoid extremely bright colors
- **Be Prepared**
 - Please plan to be available **at least thirty minutes** prior to your presentation
 - We strongly encourage you to bring a copy of your final presentation on a USB thumb drive as a backup
- **Company Promotions**
 - Under no circumstances should your presentation be used to sell, market, or promote your individual or company products or services. Violation can be grounds for disqualification of future participation.
 - The conference attendees will be there for your expertise and insights – not for an infomercial.
- **Use Examples**
 - Your audience will want hard facts, case studies, and practical real-world scenarios – something solid, not generalizations – that will help them do their job more effectively.
 - Explain how things work. Teach them how to find a solution to a problem or issue.
- **Stick to Your Topic**
 - Attendees will come to your presentation expecting to receive content based on the agenda session title and abstract.

Successful Breakout Session Presentations

- **Successful Slides**
 - Follow the format/flow we have provided in the required Presentation template. Sessions following our suggested flow are always among the highest rated sessions.

- **Suggested Flow**
 - * 5 minutes max intro
 - * 40 minutes of content (if two presenters that means 10 minutes per person)
 - * 15 audience Q&A (minimum 10 minutes).
 - Ensure the number of slides are limited to something that you can reasonably cover in your allotted presentation time and avoid being rushed.
 - Keep your message concise and in an order that will be easy for attendees to follow.

- **Successful Presentation Delivery**
 - Start your presentation on time and ensure you manage your available time properly.
 - Be energetic and show passion around your topic.
 - If you have co-speaker(s), ensure you work seamlessly together to deliver your message.
 - Attendees appreciate open dialog and Q&A when possible, rather than the typical “stand and deliver” with all the Q&A at the end of the presentation. While encouraging open Q&A, keep on track of your allotted presentation time to ensure you successfully cover all of your content.
 - All presenters are expected to utilize Sli.do for Q&A and polling during and at the end of their session. You can work with your track leader on implementing this in your presentation.
 - Be prepared to answer questions from the audience posted & voted up in the Sli.do app.
 - Not every presenter needs to respond to every question - move through questions quickly to get through as many as possible
 - If you don't have a response, it's OK! Acknowledge the question & move on
 - Also, to make your session more interactive work with your track leader to add questions/polling using the Sli.do tool as appropriate.

Speaker Logistics

- Each breakout room will be equipped with the following items:
 - Projector, screen, and master computer to run your presentation pre-loaded.
 - Sound equipment and microphones
 - Handheld remote slide advancer
- Depending on the room, there will also be the following available:
 - Lectern
 - Audience QA and live polling available through [Sli.do](#).
- We will have room monitors in each room to ensure your presentation runs smoothly.