



ILTA Roadshow Policies

For questions regarding Roadshows, please reach out to marsha@iltanet.org.

The objective of the Roadshow program is to provide an opportunity for business partners to deliver educational programming to ILTA's members. The roadshow proposals are carefully reviewed to make sure the content is timely, relevant and educational.

Submission deadline for Roadshows is January 15, 2020. After this date, 10-12 weeks lead time will be required (*see timeline below*) and acceptance will be subject to calendar availability.

Timeline for Roadshows:

- Roadshow abstract gets reviewed by the Content Coordinating Team (5-7 business days)
- Address any questions/changes to the abstract (3-5 business days)
- Cities and dates are scheduled (3-5 business days)
- Confirm with Member Liaisons that there are no conflicts in their cities (3 business days)
- Begin outreach to prospective host firm
- Host secured - 5 weeks before the event
- Invite sent out - 4 weeks before the event

Rescheduling: Once the dates are confirmed, we will have limited opportunities to reschedule as our calendar books up and we want to be fair to all Business Partners participating in this program.

Business Partner submits roadshow request via Cognito form:

Option 1: Business Partner selects the Areas of Focus (listed on the Cognito form) that they can present on. Further details outlining expertise on the identified Areas of Focus can be provided in the "additional comments" field. This information will be reviewed by the appropriate Content Coordinating Team (member volunteers who are content experts) and a recommendation will be made on which of the proposed topics would be most interesting and timely to present to ILTA's membership. Business Partner will then have the option of developing the presentation on the topic recommended by our members. Once the idea has been fleshed out, the Business Partner will submit an abstract of the presentation, including as much detail as possible (summary, rough outline and speaker details). The submitted summary will be reviewed by the Content Coordinating Team. Business Partner will work with Manager of Partner Programs to address any questions that come up during outline review.

Option 2: Business Partner submits an abstract of the presentation, including as much detail as possible (summary, outline, speaker details). The submission will be reviewed by the appropriate Content Coordinating Team. Business Partner will work with Manager of Partner Programs to address any questions that came up during outline review.

Next Steps (once outline is approved):

Business Partner will work with Manager of Partner Programs on identifying target cities and timeframe for the presentations. A schedule will be developed, based on Business Partner's target cities, calendar availability and/or membership interest. *Important Note:* Please plan for the year and submit your



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roadshow proposals as close to the beginning of the year as possible. In order to deliver compelling and interesting content and drive maximum attendance to your events, we need to plan ahead and provide varying educational presentations and avoid repetitive content. We will not be able to place consecutive events on the same topic in the same market. Once the calendar in a city is full, we will not be accepting any more roadshow proposals for the year.

Once the roadshow abstract is approved, Manager of Partner Programs and Business Partner will finalize the roadshow schedule, which will be presented to the local Member Liaisons (member volunteers who represent each market) for final confirmation.

The administrative fee for each roadshow is \$1,500, which includes the first five cities. Additional cities can be added for \$250 per city.

Roadshow Planning Process:

ILTA Staff will secure a member host firm in the respective market. Once a host has been secured, an introduction of host and Business Partner will be made, outlining everyone's responsibilities. In the event that ILTA is not able to secure a host, Business Partner will be notified at least 5 weeks before the event date and given the option of securing their own host for the event, with ILTA still handling the invites and promotion to members.

Educational presentations take place during breakfast, lunch or late afternoon and are 60 or 90 minutes in length.

ILTA Staff will create the invite and manage the registration process. Invites are emailed to members in each city and surrounding area.

Business Partner will work with the host firm on confirming logistics, including room set-up, AV and meal order, which typically consists of either the host firm providing an invoice to the Business Partner to be paid/reimbursed, or the Business Partner providing a credit card number to the host prior to the event to pay for the meal.

ILTA Staff will create sign-in sheets, name tags and will schedule evaluations for each meeting. Member Liaison/host firm is responsible for general housekeeping items, including printing name tags and sign-in sheets, welcoming members and introducing the business partner and encouraging members to complete electronic evaluations once the meeting concludes.

Within a few days of the event, ILTA Staff will send the Business Partner the evaluations, along with the completed sign in sheet. The presenters should also grab a copy or take a photo of the sign-in sheet before leaving the event.

After concluding your city tour, we ask that you conduct this presentation virtually via ILTA webinar to allow members in the markets you did not visit to view the presentation. This will also help to avoid duplication in virtual and in-person content. ILTA webinars take place Tuesday-Thursday on ZOOM platform. We will work together on calendar of availability. There is no additional fee for this webinar.



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Educational Presentations Best Practices:

- **Must be educational.** Present a case study, “*Here is a problem that we have and here is how we solve it*”. While it’s okay to mention the product at the end as one of the solutions to the problem presented during the case study, it should not be more than 5% of the presentation. Set the stage of the problem and educate them on how to solve the problem. If you would like to present on your product, please reach out to marsha@iltanet.org to discuss ILTA product briefing webinars.
- **Speaker is an Industry Expert.** Having a speaker who is an industry expert will yield better attendance and feedback. The key is to send the right people to deliver your message and not use this opportunity to sell. Your registration numbers will increase if your speaker is an industry expert.
- **Bring a Client.** The most well-received presentations have been where our Business Partners brought a client to share their experience. Our members love to hear from their peers and combined with your expertise, makes a winning presentation!
- **Fun, Interactive Presentation.** Attention spans are short, engage you attendees - gameshow, polling, roundtable discussion.
- **Provide Tools and Takeaways.** When attendees leave the event, how can they implement what they just learned when they get back to the office - best practices, templates.
- **Offer Credit.** CLEs, PMP, CLM. Offer credits and people will come!
- **Creative and concise session title.**
- **Provide Details in your Submission.** When submitting your roadshow abstract, please provide as much detail as possible on your presentation - outline, speaker details, etc... This will save us time on going back and forth answering questions from the Content Coordinating Team.
- **Connect with your host.** Reach out to your host to discuss the presentation and how/if the content should be tweaked to better accommodate local interest.
- **Promote your Events.** We very much encourage you to promote your events to your contacts in each market.