INTRODUCTION

To maximize the value of our conferences, The IIA provides these Speaker Guidelines for your convenience about our policies, procedures, and guidelines for IIA events. The tips we provide are based on feedback from attendees and known best practices in the delivery of adult continuing education programs.

We ask that all speakers adhere to these guidelines so The IIA has reasonable assurance that all presentations follow a format of consistency, providing our conference delegates with the type of high quality educational, networking, and social event they have come to expect from us.

NASBA COMPLIANCE

The Western Regional Conference program is accredited to provide up to 18 CPEs. Be sure to provide enough content to meet the time allotted for your session. Include at least five minutes of question and answer time as it is required that some level of interaction be included in each session.

PAPERLESS EVENT

In an effort to be environmentally friendly, The IIA offers your presentation – if you grant us permission to do so – to delegates via the conference app. We convert the PowerPoint presentation you send us to a protected PDF file that delegates may print if they wish.

CHECKING IN

All speakers must register upon arrival to pick up the conference badge and materials.

Please familiarize yourself with the location of your presentation and its physical set up. Confirm with a staff member that your previously communicated audio / visual / other requirements are known and will be addressed.
REQUIRED MATERIALS

The IIA requires a short biography, learning objectives, session description, and contact information for each presenter. The bio, learning objectives, and session description will appear on the conference website and the mobile conference app available to conference delegates. We will only release your contact information if you give us permission to do so.

Speakers must submit PowerPoint presentations using the template supplied by The IIA. Deadlines for submission of these materials will be provided and for quality assurance, we ask that you make every attempt to meet these deadlines. We appreciate your observance of all deadlines and requirements.

YOUR PRESENTATION

There is no substitute for preparation. No matter how comfortable you are with your own presentation material, rehearsing your presentation is always a good idea. Audiences can tell the difference between a speaker who has prepared and one who is reading from notes.

There is an art to creating a great PowerPoint presentation, so here are some tips to keep in mind when creating yours:

- One slide – one idea.
- Keep text content on a slide to a minimum. For example, 7 lines of text or fewer with 6 words or fewer per line. Another way to measure is no more than 40 characters per line. This helps ensure slides are visible from a distance as many meeting rooms are very large.
- Limit font choices in your presentation: a serif font such as Times New Roman/Roman is suitable for headlines and titles; a sans serif font, such as Arial, should be used for content.
- Headlines should be approximately 30 to 36 pt font; body copy should be about 20 pt (no less than 18).
- Avoid slides with all capital letters. Using caps for headlines is permissible, but body copy should be upper and lower case.
- Take care in using too many colors. Simplicity is effective in visuals. However, creativity is encouraged in your copy, as in finding a new twist or interesting point of view.
- Avoid slang or local idioms, which may not translate well or be understood by a diverse, international audience.
- Graphs, charts, and tables are acceptable in slides but there are guidelines for these elements, too.
  - We have found 7 is the magic number: fewer than 7 wedges in pie charts, 7 lines in a graph, or 7 bars in a bar chart.
  - Place labels outside of the pie or bars in a chart. If there is too much information for one slide, consider devoting two or three slides to the content.
  - Remember, ease of reading and understanding from the back of the room is your goal.

Again, we appreciate your commitment to meeting submission deadlines for your content. This gives you time to prepare and us the ability to make sure you have everything you require. Our commitment is to provide our
conference delegates the best experience possible in concurrent educational sessions as well as general sessions.

**PRESENTATION AND DELIVERY**

Speakers are encouraged to dress appropriately according to business standards. You have one chance to make a first impression, so take advantage of the opportunity.

Arrive at your assigned room at least 10 minutes prior to your presentation where an IIA staff member and/or volunteer will greet you and be available to assist you with minor technical needs, such as connecting your assigned laptop to the projector (if applicable) and to assure your microphone is functioning properly. If further technical assistance is needed, your volunteer will call for help.

Keep additional comments – such as your company’s newest product or service or past successes – to a minimum. It is acceptable to say a few words about your organization and your place within it – brevity is key.

Ending your session on time is as important as beginning on time. As you approach the end of your allotted presentation time, a volunteer at the back of the room will give you a sign to wrap it up.

It is important for the audience to leave your session with relevant take-a-ways for implementation. Emphasize the “how to,” what works, and why. Assume your audience wishes to put your ideas into practice upon returning to the office.

Provide illustrations and examples that show how your ideas relate to and work in the real world. Avoid generic common knowledge examples. Also avoid examples that rely on an in-depth history or excessive background information. Instead, search your own experience for fresh, concise illustrations and examples that will provide the audience with new insights.

When presenting your key ideas, back them up with statistics, demonstrations, or case studies. Choose your key ideas carefully since attendees can only remember 4 to 6 points.

Encourage interaction and questions from your attendees. Let them know you want to learn from them so that everyone may benefit. People learn and remember more when they experience concepts. Create related experiences for your audience, if possible.

For your Q&A period, state how much time remains before taking your first question. **Remind the attendee to wait for the microphone runner before stating the question. If there is no microphone, repeat the question so everyone can hear it.** End the question period by restating your summary.

Be yourself, relax, and enjoy. Showing your enthusiasm for your topic and beginning with positive remarks will set the tone for your presentation and pump up your audience.
Speaker Guidelines

AUDIO / VISUAL

Videos should enhance a presentation rather than be a substitute for a speaker. Videos should be of good quality, have clear audio, and constitute less than 30% of your session time. If you plan to use either audio or video in your presentation (outside of your PowerPoint presentation), you must notify IIA staff, prior to the conference.

The use of flipcharts is discouraged; session rooms are too large for everyone to see clearly. Flipcharts are, however, acceptable for small workshops or roundtables. The key is writing only major points/thoughts that are large enough for everyone attending to see.

PANEL SESSION PRESENTATIONS

Moderators are assigned to facilitate panel discussions and encourage interaction with attendees and panelists. The moderator will begin the session to set the expectation for the basis of the discussions that will follow.

It is helpful if the panelists and moderator/facilitator participate in a conference call a few weeks prior to the scheduled presentation to ensure smooth facilitation of the event. At this time, you can decide among you if the moderator will conduct introductions of panelists or if each will say a few words of their own before getting to the crux of the presentation.

Once again, show enthusiasm and open with positive remarks to set the tone of your panel session. As before, even if the moderator makes general introductions, it is acceptable to begin with a brief overview of your organization and your role within it to preface a panel discussion.

Time will be scheduled for a Q&A period. These are especially popular at panel discussions. As before, when beginning a Q&A period, state how much time remains before taking your first question. Repeat the question so everyone can hear it. End the question period by restating your summary.

SESSION EVALUATIONS

Throughout the conference, attendees are strongly encouraged to evaluate each session; if not immediately after a presentation, then shortly thereafter so the experience is still fresh in their minds. The IIA will quantitatively analyze all evaluations and send your results to you within eight weeks of the conference. We will include a summary of the evaluations for your session.

We also ask that you, as one of our valued presenters, complete an evaluation of how we served your needs. This will be sent following the conference via email. We value your comments about your experience as a speaker as well as your comments on our conference.