

Confab 2011 Speaker Guidelines and Due Dates—Final Reminder

Confab: The conference “for management consultants by management consultants.”

Below is a friendly reminder of our Speaker Guidelines, checklist and timeline.

Check out the Program Schedule on our website, www.confabusa.org.

Conference Dates: Saturday, October 22 through Monday October 24, 2011.

Location: Atlantis Resort and Spa Conference Center, Reno, Nevada.

Theme for 2011: Forum for Your Success. Learn ● Network ● Share

Successful concurrent sessions emphasize the “how to” of laying foundations for revenue growth, consulting skills and practice management, diversifying products and services offered, forming consulting alliances, and professional development.

Sessions should provide attendees with concrete take-away value and offer practical information and steps to grow their consulting practice, increase value to their clients, or make them more successful.

This is a hands-on, highly interactive group of consultants, who learn best by doing and participating in workshop sessions which offer timely, practical application of information on a variety of relevant topics. The audience is a mix of experienced consultants and individuals fairly new to the profession.

General Session: 60 minutes with Q&A.

Concurrent Session: 90 minutes with time for an introduction and Q&A

Speaker Checklist:

- Respond to the Confab Committee in a timely manner and *meet all deadlines.*
 - This includes session content description, key points, biography, photo, and other support information we need for our speaker/program materials.
- Ensure your presentation is aligned with the speaker proposal you submitted and that you will meet the stated learning objectives as submitted.
- Provide professional quality photograph for use in conference promotion.
- Electronically sign the Terms of Engagement agreement.

- By September 30, 2011, you are required to register for the conference at the member/Early Bird Rate of \$595. (Meals, sessions, and parties included...)**
- Due not later than September 15, 2011, deliver all presentation materials and handouts in soft-copy (PowerPoint and handouts) for the session.**
 - *Soft copies of presentations are made available via our website to attendees at least 2 weeks prior to Confab to allow time to select the sessions they wish to attend and download and print materials for notes.*

❑ **Presentation Materials due by 9/15/2011:**

- ❑ Please submit your presentation preferably in a PowerPoint file. (Submit other materials in Word or Excel as appropriate.) Any tables or charts must be contained in the electronic files (word, ppt or excel)
 - Please do not pdf the files. We will convert all files to pdf format prior to posting on our secure website which allows for more universal readability and to prevent any alteration of the file.
 - We will use Page Set Up to produce a black and white three up printout with room for notes for use by conference attendees.

We highly recommend that you:

- Please avoid all dark background colors, half tones, or fancy graphics, which require lengthy downloading and printing time and don't print well.
- Remember that participants are printing the presentation prior to the conference to take notes. If the attendee cannot use your material for note taking, they lack value. Be sure they are readable when printed in black and white.
- Be sure to include your name, business name and contact information in your presentation materials. If the attendee wants to contact you, your contact information is essential.

❑ **Session Handouts/Worksheets**

- These are sheets you want printed and distributed during the session. It is not your PowerPoint presentation. We typically limit handouts to no more than 5-6 pages.
- We will print these worksheets/handouts and they will be given to the host for distribution at your session.

Additional Suggestions:

Please help us by:

- Work closely with the (all volunteer) Confab conference organizers and meet all deadlines. For questions, contact Cherryll at csevy@cypressridgesolutions.com
- Notify and receive approval for any changes in content, format, A/V needs, room set-up, identity or number of presenters immediately.
- Design and provide high-quality materials in MS Word (Handouts, forms, tables, etc.) and PowerPoint (Presentation) format. Prepare well formatted, readable PowerPoint (with at least a 30 pt font and not too busy) to ensure attendees are follow the presentation. A set of presentation guidelines is available on the Confab website.
- Honor the Confab intent and recognize my presentation is an opportunity to share information. It is NOT intended to promote my business, services or products.

As a Speaker at Confab, you can expect:

- ◆ A great 2-plus day opportunity to share your expertise with like-minded consultants
- ◆ Give back to the wonderfully rewarding profession of consulting
- ◆ Develop new relationships which can increase opportunities and your network

- ◆ Enjoy a great professional development conference to be held at our new venue
- ◆ A press release template you may send out to your local or regional press
- ◆ Listing on the Confab website, including a link to your own Website
- ◆ Listing in Confab Conference Photo Directory of Attendees & Speakers
- ◆ Access to promotional materials (post cards, email templates and other materials) for distribution to your professional network. *(Note: anyone from your network who registers for Confab can do so at a member rate.)*
- ◆ Encouragement to participate on the IMC USA Confab blog. This offers you further exposure to connect with potential attendees before, during and after Confab.
- ◆ The Confab Committee will make all session materials available to participants, either in hardcopy or online at no cost to the speaker.
- ◆ Access to a Speaker's lounge area to meet, work or relax during the conference.
- ◆ Capability to sell or promote your books/products/materials at Confab outside of your session. (Self promotion during the sessions is not allowed.)
- ◆ Networking with over 200 professional and successful consultants.
- ◆ A session host will be assigned to you to ensure your A/V and venue needs are met. Your host will introduce you and assist you as needed during the session.
- ◆ Depending on the topic, there is the possibility to convert Confab presentations to IMC USA Academy offerings. These are offered to IMC USA members and consultants via webinars and similar venues. Creators of presentations included in Academy offerings are compensated as long as they are offered by the Academy.

Thanks for your participation on Confab 2011