

**CONFAB 2010**  
**- SPEAKER GUIDE -**

**“BUILD YOUR BUSINESS”**

**IMC USA CONFAB**

**October 23 - 25, 2010**

Silver Legacy Hotel and Casino, Reno, NV

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## Introduction

We appreciate your interest in speaking at the Institute of Management Consultants' CONFAB 2010. The theme of this year's event is "**BUILD YOUR BUSINESS**".

The specific objectives of this event are to provide a valuable learning and networking experience to those who are considering or starting a consulting practice, and those who are experienced management consultants. The success of Confab is comes from successful consultants sharing their knowledge, skills and experience with those who seek to learn something truly new, and those who hunt for methods to sharpen their consulting and business skills.

The Confab Committee for 2010 is seeking speakers who are interested in presenting their specific knowledge and experience to the attendees of our conference; "for management consultants by management consultants".

Confab 2010 begins on Saturday, October 23 and ends Monday October 25. The venue is the Silver Legacy Casino and Hotel in Reno, Nevada.

In order to fully meet our commitments to the attendees, it is essential that your "Build Your Business" presentation focus on the "how to" of the topics or similar topics listed later in this document.

The key expectation of a presentation will be to successfully transfer knowledge, to the attendee, for a take away concrete to one of the 5 "how to" topics listed or proposed by you, and gives them the knowledge to complete a few steps in growing their unique consulting practice or increasing their value to their clients.

The audience is a friendly diverse mix of highly experienced consultants and engaged individuals who are eager to enter the profession. We find our success is found in presenting topics that attract attendees who are: 1) launching a practice, 2) refining their consulting skills, and / or expanding their practice. We are seeking speakers who can intellectually and socially connect their presentation presence with these audiences, and help them move forward with their consulting business, skills, and the management of their consulting practices.

## Speaker Benefits

Speakers receive the following benefits:

- Listing in the Confab Conference materials that will be widely distributed to numerous professional organizations.
- A press release template you may send out to your local or regional press.
- Listing on the Confab web-site, including a link to your own Web-site.
- Listing in Confab Conference Directory of Attendees & Speakers.

- Access to promotional materials (post cards, email templates and other materials) for distribution to your professional network. Please note that anyone from your network who registers to attend Confab can do so at a member rate.
- Encouragement to participate in exchanges on the IMC USA Confab blog. This provides speakers with further exposure and allows you to connect with potential attendees before Confab starts, during Confab and after Confab ends.
- Access to a Speaker's and Committee lounge area with room to meet, work, have coffee and snacks, etc. during the conference.
- An excellent opportunity to share your knowledge and experiences with peers.
- The possibility exists to convert Confab presentations to IMC USA Academy offerings that are offered to IMC USA members and consultants via webinars and similar venues. The creators and deliverers of any presentations that are included in Academy offerings are compensated for their work as long as they are offered by the Academy.
- We encourage all speakers to contact clients and colleagues and inform them that you are speaking at Confab and invite them to attend. All of your colleagues and clients who attend may do so at the IMC USA member rate. We will provide you with a special code for them to register. You increase your visibility to clients and colleagues by informing them of your participation in Confab as a speaker.
- Ability to sell or promote your materials and books (at Confab outside of your session).
- A summary of feedback provided by session attendees.
- Nonstop networking opportunities with 200 or more experienced professional and successful consultants.
- Each speaker is assigned a host to ensure that their A/V and other venue needs are met. The host will introduce the speaker at their session and assist the speaker as needed during the session.

## 2010 Topic Ideas

We have listed a number of topics below we have high confidence would appeal to the attendees. Perhaps one or more of the topics below will resonate with an exceptional skill or knowledge level you possess and engage in currently in your practice. You may already have presented on one or more of them. Feel free to propose a presentation dealing with one of these topics or of other topics you believe would have a high impact value for the attending Confab audience.

- Business structure and principals of "operating" a consulting business.
- How to Get a Consulting Business Started
- How to successfully "market yourself" as an independent management consultant.
- "Managing client engagements" from proposal to conclusion.
- How succeed in "getting published" (self publishing vs. acting with a publisher).
- The options and methods for pricing consulting services for clients.
- The process of selling consulting services.

- Expanding your practice through speaking.
- Effectively closing sales.
- Focusing on Coaching as a primary or secondary revenue stream.
- Finding and engaging your ideal client.
- Locating new or emerging markets for starting or expanding your consulting business
- Retraining yourself or your service to take advantage of opportunities in new or emerging markets
- Making Consulting Alliances Work for You and Your Clients.
- How to listen to sell to your clients and deliver what they need.
- “Social Community Marketing – How to Sell to Younger Customers”.
- Controlling Consulting Project Overruns – avoiding scope creep.
- The Techniques of Highly Skilled Facilitators.
- High Technology consulting – what is it, where is it?
- Consulting to International Clients
- How to Generate Leads from Web 2.0
- Technology Tools for Running a Successful Consulting Practice.
- Making yourself and your consulting practice visible to potential clients.
- Establishing trust with clients and colleagues.
- Guiding Yourself and Your Clients Through Ethical Dilemmas.
- Productizing and Repurposing Your Business
- Developing a Referral Based Methodology for Building Your Business

Your experience in consulting and the insights you share with the attendees will make a valuable contribution to the success of the session and Confab itself.

#### 2010 Master Conference Schedule

The table below includes the entire Confab schedule for 2010. It is included to give you an idea of what will be happening during the conference and the time typically taken by each session. General Sessions normally deal with higher level, broader topics. Concurrent sessions are normally “workshop” sessions that enable an attendee to leave

with something concrete accomplished such as an outline for a specific or unique business plan improvement, a checklist for branding, or similar tools they can use to grow and diversify their consulting practice.

Confab 2010 Master Schedule				
Time	#	Session Type/Event/Meal	Room	
<b>Saturday, October 23</b>				
8:30 - 3:00	Sa1	Golf (Bus leaves from garage at 8:30; returns by 3:00)	Parking Garage	
2:00 – 7:00	Sa2	Confab Registration, Directory Photos & Exhibitor Tables & Networking	Silver Baron	
2:30 – 3:15	Sa3	First Timers Orientation	Silver Baron	
3:30 -6:30	Sa4	Preconference Workshop #1	Silver Baron	
3:30 – 6:30	Sa5	Preconference Workshop #2	Silver Baron	
3:30 – 5:00	Sa6	CMC Certification Workshop	Silver Baron	
7:00 - 7:45	Sa7	Early Arrivals Cocktail Party	Silver Baron	
<b>Sunday, October 24</b>				
7:00 – 8:00	Su1	Buffet Breakfast/ & Exhibitor Recognition	B	
8:00 – 9:15	Su2	BizTalk Blender General Session	B	
9:30 – 10:45	Su3	Concurrent Session	C	
9:30 – 10:45	Su4	Concurrent Session	A	
9:30 – 10:45	Su5	Concurrent Session	Silver/Gold	
11:15 – 12:30	Su6	Concurrent Session	C	
11:15 – 12:30		Su7	Concurrent Session	A
11:15 – 12:30		Su8	Concurrent Session	Silver/Gold
12:45 – 2:30	Su9	Plated Lunch – Keynote Speaker	B	
3:00 – 4:15	Su10	Concurrent Session	A	
3:00 – 4:15	Su11	Concurrent Session	C	
3:00 – 4:15	Su12	Concurrent Session	Silver/Gold	
4:45 – 6:00	Su13	General Session	A	
6:30 – 9:00	Su14	Cocktails, Dinner, Awards & Entertainment. (Minimized cocktail party)	B	
<b>Monday, October 25</b>				
7:00 - 8:45	Mo1	Buffet Breakfast - IMC Awards	B	
8:00 – Noon	Mo2	Social Media Lab	Bronze	
9:00 - 10:15	Mo3	Concurrent Session	A	
9:00 – 10:15	Mo4	Concurrent Session	Silver/Gold	
9:00 – 10:15	Mo5	Concurrent Session	C	
10:45 – Noon	Mo6	Concurrent Session	Silver/Gold	
10:45 – Noon	Mo7	Concurrent Session	A	
10:45 - Noon	Mo8	Concurrent Session	C	
12:30 - 1:45	Mo9	Buffet Lunch/Talk Show	B	
2:15 - 3:30	Mo10	Concurrent Session	Silver/Gold	
2:15 - 3:30	Mo11	Concurrent Session	C	
2:15 - 3:30	Mo12	Concurrent Session	A	
4:00 - 5:15	Mo13	General Session	A	

5:00 – 5:30	Mo14	Take away boxes for travelers	Royal Salon
5:45 – 6:30	Mo15	Cocktails for those staying over	B
<b>Tuesday, October 26</b>			
7:30 – 5:30	Tu1	IMC Board Meeting (Breakfast & Lunch)	Silver Baron
7:30 - noon	Tu2	Spa Breakfast IMC Presidents' Council	Silver Baron

**Session Counts**

2 Preconference Workshops  
5 General Sessions (including networking events and talk show)  
18 Concurrent Sessions  
3 Cocktail Parties  
2 Breakfasts; 2 Lunches; 1 dinner 1 box lunch

## IMC Point of Contact

Your contact will work with you to ensure submission schedules are met and assist you with any issue that may arise before the conference starts. You will be assigned a pre conference contact when you are notified you have been selected to speak. You will be assigned a host shortly before the conference starts. The host will be your primary contact during the conference. Please feel free to call upon your contact person for assistance with designing your presentation; he or she may be able to help you think through various approaches to your presentation, and answer any questions.

## Non-solicitation

We remind all presenters that participants attend the conference primarily to learn from the presenters -- not to buy a product or service from them. It is certainly considered appropriate to include your address and contact information at the back of your presentation hard copy so that attendees can contact you later with questions.

## Speaker Selection Process

All potential speakers are required to complete a Speaker Application form. This document is used to capture speaker biographies, presentation outlines and descriptions, speaker reference information, and information used to publicize conference details. After we receive speaker applications, the Confab Committee and other IMC USA members interview the references provided by each speaker. This group of people may also spend more time with each potential speaker clarifying the presentation topic, answering speaker questions, or other matters as appropriate. Based on the input gathered by this group of people a final set of speakers is selected and invited to participate in Confab.

## Speaker Selection and Deliverables Schedule

In order to provide a quality conference, we ask that you commit to the following schedule:

Confab 2010 Speaker Selection Schedule

Item	Activity	Deadline
1	Speaker application and supporting materials available Confab ( <a href="http://www.confab.org">www.confab.org</a> ) web site.	2/5/2010
2	Potential speakers who have been identified by Confab Committee, IMC USA Chapter Officers, and IMC USA members invited to submit Speaker Applications.	2/5/2010
3	A general call for speaker is published to IMC USA, Canada Association of Management Consultants, and other organizations is published to members of	2/5/2010

	these organizations.	
<b>4</b>	<b>Deadline for receipt of speaker applications</b>	<b>3/15/10</b>
5	Acknowledge receipt of speaker applications (This is done as applications are received).	3/15/10
6	Complete contact of all references and conduct speaker interviews	4/15/10
7	Complete speaker selection	4/30/10
8	Tentatively schedule speaker times and venues	5/2/10
9	Notify accepted speakers, confirm ability to attend, presentation times, and venues	5/2/10
10	Notify speaker candidates who have not been accepted	5/6/10
11	Assign host to each speaker	9/10/10
12	Introduce hosts to speakers	9/10/10
13	Confirm venues, A/V needs, etc.	9/15/10
<b>14</b>	<b>Soft copy presentations due to Confab Program committee</b>	<b>9/15/10</b>
15	Soft Copy handouts for presentations due to Confab Program Committee	9/15/10
16	Soft copy final presentations due to Confab Program Committee	10/01/10
17	Soft copy of presentations and handouts made available to attendees on Confab 2009 web site.	10/05/10

## Some Hints for Your Presentations

Please consider the following guidelines as you prepare your materials:

1. If you are going to use slides to present, use PowerPoint or the Macintosh equivalent for the presentation itself.
2. No fonts should be smaller than size 18 for readability
3. Keep each slide simple and generic.
4. . Allow yourself about two minutes per slide.
5. Speak to the slides by speaking to your experience and using examples rather than reading the slides to the audience.
6. If you wish to include any graphics, please make sure they are attributed to their source if they aren't original.
7. If you quote any data or sayings, please source them unless it is data you have developed yourself or an original saying.
8. If you wish to include sample worksheets, proposals, templates for calculations or work plans, please send them as Word or Excel documents.
9. Allow enough time for a three minute introduction by your host, a three minute close, and 10 to 10% of the total time for attendee interaction and questions.

Please note: If you will be using PowerPoint or another presentation program, you will be provided with an LCD projector. We request you bring your own computer for the presentation. We will also ensure soft copies of presentations and handouts are provided to attendees per the schedule shown above. Please ensure the committee has copies your final version of the presentation and any handouts by the dates shown. A host will be assigned to you per the schedule above. The host will ensure that the audio visual needs are met, introduce you to the attendees, and help you manage the audience during your session. Microphones will be provided for speakers and for questions from the audience.

### Confab Check List for Presentations and Handouts

Item	Presentation Characteristic
1	Is this presentation readable to the audience when it is projected onto a screen?
	A. Do the colors of the background and text work well?
	B. Is there enough white or background color space to allow the text on the screen to be read by the audience? (Not too many points listed on a screen)
	C. Does the text size allow it to be seen clearly and read easily?
	D. Does the contrast between the text and the background lend itself to black and white printing?
2	Is the presentation too long or too short for the time of the session (About 2 minutes per slide)?
3	Is there a clearly stated agenda for the presentation?
4	Is there a clearly stated objective for the presentation on a slide or in the notes in one of the first three slides?
	A. Shown as part of the presentation?
	B. Or sought from the audience?
5	Are tables simple and easy to understand?
6	Are graphs clear, attractive, and easy to understand?
7	Are graphics effective?
8	Are sources of information identified and is credit given to sources?

9	Did the message get across during the presentation? Was there a take away message?
10	Is there a successful close to the presentation?
11	Is there too much advertising of the presenter?
12	Is there enough time for audience interaction, introduction, and closing?
13	Do the handouts for the session support the presentation?
14	Is this presentation exactly the same as what you will be presenting during your session?

### **Deliverables Ship Point**

I prefer that all materials are PowerPoint, Word, or Excel documents attached to an email rather than sending them via the post office. My email address is DonS72@aol.com.

### **Past Participant Feedback**

The IMC Events Committee has reviewed attendee feedback from past events. We ask that you consider the following key findings from their feedback:

#### Appreciated Most

- current "real life" stories – 3 years or younger
- interaction with audience as the program design permits
- clear, concise handouts that are in synch with the talk
- speakers' focus / presentation poise, positive energy and even pace
- substantive "how-to's"
- visuals must be clear from back of room – 40 feet (few words and large font)
- practical current information attendees can apply
- presentation matches description in the conference literature

#### Not Appreciated - will disqualify the presenter from consideration

- illegible, difficult to see visuals
- incomplete or confusing handouts
- company "plugs" or sales pitches
- digression from the topic

## **Speaker Suggestions**

The following are suggestions for increasing the value of the program for the conference attendees:

- We suggest all speakers be aware of all topics presented throughout the event. It is important to consider if your subject material overlaps with other speaker's. Redundancy is not advantageous to Confab. When in doubt about this, please inquire; we can check with other speakers about their content.
- Share your best current state stories! You have been selected to speak on your topic because you have in-depth knowledge, skills, and experience in a high demand area. Please share real case examples and stories to make your talk more real and memorable.
- Please stay within your time limit. We have planned a carefully timed program, and will have monitors to prompt you. If you have any questions about your specific time guidelines, please let your contact person know.

**Thank you!**