



2010 Springtime™ Expo Content Leader Manual

Useful Information to Guide Your Presentation

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1. Know the Event

About Springtime Expo

The Springtime Expo is the largest one-day show in the meetings industry.

It has been designed and marketed to speak directly to all meeting professionals – those who are already established, play the role occasionally, or are completely new to the game. The education portion focuses on the latest developments in meetings management, including technology, legal issues, marketing, F&B, and much more.

This conference has been around for years and is a real sharing of ideas. The mix of general sessions, thought leader sessions, and educational breakout sessions will allow attendees to customize their own experience and to leave the event with tools they can use immediately.

NEW this year:

- Additional education sessions! Last year, we had a total of 6 education sessions in the morning. This year, there will be a total of 9 education sessions! This includes: 7 sessions from 8:30-9:45, another session from 1:00-2:15, and then a final session from 3:00-4:45.
- The addition of a Call for Proposals and crowdsourcing (which you all participated in). This gave attendees the opportunity to tell us exactly what content they are looking for!
- Springtime UnPlugged – an education and networking event for young professionals – was new in 2009 and will be coming back for 2010.
- Many new exciting events and activities, including a Convention Operations program to be held on the day before the Springtime Expo (this has not been 100% confirmed, but is highly-likely to occur).

Location

Walter E. Washington Convention Center
801 Mount Vernon Place NW
Washington, DC 20001

The Walter E. Washington Convention Center is conveniently surrounded by three major airports, Amtrak, and Metro. For further information please access the following site:

<http://www.dccconvention.com>

We're here to help!

If you have any questions regarding your session, or anything else having to do with the Springtime Expo, please contact:

Jessica Tippet
Manager, Learning
ASAE & The Center for Association Leadership
202-326-9523
jtippet@asaecenter.org

2. Logistics: Stuff You Need to Know!

ACTION ITEMS!!!

Action	Deadline
Accept content leader letter of agreement	January 29, 2010
Update content leader profile	February 12, 2010
Read the content leader manual	February 12, 2010
Submit audio-visual needs	February 26, 2010
Reserve a hotel room (if applicable)	March 30, 2010
Attend content leader briefing	April 13, 2010 (2:00 - 3:00 p.m. EST)
Upload PowerPoint presentation and handouts (using templates provided)	May 7, 2010

Meeting the deadlines above includes:

1. Accepting the Content Letter of Agreement.
2. Updating your content leader profile with a bio and photo that will appear on the Springtime Expo website for your education session.
3. Accessing and reading through the Content Leader Manual – trust me, it will help you prepare a successful session and understand attendee expectations. Even if you are a seasoned speaker, please take the time to read through the material.
4. Submitting additional AV needs (information below).
5. Booking a room via one of our designated room blocks (if applicable). Additional information is forthcoming.
6. Submitting your PowerPoint and handouts online (using the proper templates).

Speaker Service Center

All logistical information will be handled online at the Speaker Service Center at http://www.springtimeexpo.org/speaker_service_center.cfm using your personal ID and password as indicated in the email you received from Jessica.

Room Set/Audio-Visual Requests

Each session room will be set with the same standard equipment, which includes:

- Wired lavalier microphones for the appropriate number of speakers
- LCD projector and screen
- A table at the front of the room for presenter materials
- The room set is mixed in terms of tables and chairs. The majority of session rooms will be set in rounds of 7. In some cases, theatre seating will be in the back of the room to maximize space.
- Laptops will NOT be provided. Please bring your own laptop with your presentation pre-loaded. If you are using a Mac computer, please bring a convertor to properly connect to the onsite A/V equipment.

Should you require anything beyond what is listed, please request the item(s) via the Speaker Service Center by February 26, 2010.

Registration

To thank you for contributing your time to this program, we are pleased to provide you with a complimentary registration to the event. You will be automatically registered to attend within the next few weeks.

Housing Information

For content leaders in need of housing, we have room blocks set up with two nearby hotels. All inquiries for rooms should be directed to Expovision, by calling 866-812-8749 (toll-free) or 703-770-3912 (local).

Renaissance Washington, DC
999 Ninth Street, NW
Washington, DC 20001
Rate \$259 single / double
Cut-off: May 3, 2010

Embassy Suites Washington, DC – Convention Center
900 10th Street, NW
Washington, DC 20001
Rate: \$234 single / \$259 double
Cut-off: April 30, 2010

Be sure to reference ASAE & The Center's Springtime Expo when booking your room. **Please note that while the cut-off date is not until April 30th, we recommend that all speakers book their hotel rooms by March 30, 2010 to ensure availability.**

Don't delay – book your room today!

Content Leader Orientation

We will hold a content leader orientation via a conference call on April 13, 2010, from 2:00 - 3:00 p.m. EST. Even if you are an experienced presenter and have spoken at other ASAE & The Center programs, please plan to participate.

A Word on PowerPoint

This traditional presentation format can be appropriate, but presenters need to be very cautious to only use slides that provide visual support of the presentation, are not text heavy, do not copy the words that are being presented, and are not read by the presenter. PowerPoint should complement a presentation, not take the place of it. You are encouraged to find opportunities for audience interaction and unique ways to engage audience members. *(PowerPoint slides should NOT be your only resource or handout!)*

Please remember—don't read from your slides. Given the time you take to prepare your session and think of the key topics you will address, remember attendees want to learn from you and want you to do well so set yourself up for success as best as possible. Rehearse your information so you know what topics you will cover and engage your audience—don't read to them.

Top 10 tips for creating PowerPoint: <http://www.garrreynolds.com/Presentation/slides.html>

Your Handouts

This is a **paper-lite conference**, furthering our organization-wide initiative for 2010. In terms of handouts, program materials will be provided electronically instead of printed and bound in a book. They will be accessible to attendees online before, during and after the program.

Again, paper-lite does not mean that there will not be any paper. On the contrary, we are simply taking strides to be "light on paper". Attendees will receive a detailed yet compact on-site guide, including all session titles, descriptions, room numbers, and speaker listings.

Please prepare your session with the assumption that attendees will **NOT** have your materials in front of them during your session. Some may have downloaded and printed your handouts in advance of arriving at the conference and others will prefer to access the information after the fact and simply take their own notes.

In order to make the program valuable to the attendees, there needs to be a significant amount of information made available online. What we require is a **minimum of ONE resource per session**. (See deadline date for submitting this resource.)

What might these resources be?

- Charts and graphs
- Websites where people can find out more information on the topic
- Articles that you or someone else have written on the topic
- Background information on the issues such as historical summaries and the like
- Create a "Great Ideas List" with quick takeaways from your presentation
- Ideas List is a compilation of "Great tips for..." or "Ten cool ways to...". Contributed by you, the expert, a Great Ideas List serves as an idea-generation tool for association professionals
- Provide a sample document. ASAE & The Center's collection of Models and Samples features hundreds of documents and templates used by real associations every day, from board policy manuals to membership recruitment letters. Nonprofit professionals can learn from your examples and implement new processes without "reinventing the wheel."
- Write a Whitepaper. Our collection of articles, white papers and reports is contributed to by association professionals, business partners and external thought leaders. Create a whitepaper that can be included in our collection and allow others to benefit from your expertise.
- Whatever else you think might be helpful (and if you have additional information on a topic that is not yours, please share with the other session speakers)

How do you do this?

A template for PowerPoint presentations, as well as a cover page for handouts, will be provided. All items should be submitted via the Speaker Service Center by May 7, 2010.

Please **convert your handouts to PDF** before submitting them. This preserves the integrity of your work and ensures it appears to attendees as you intended.

It's worth reiterating...

While it would be helpful to submit one, PowerPoint presentations are **NOT** what we are looking for

when it comes to handouts and resources! We are looking for helpful information - models, samples, checklists, articles, etc. - things that can be submitted to our Knowledge Center that will contribute to the greater professional body of knowledge.

Handout Guidelines:

- Please limit your handout to 10 pages
- Work with your co-presenters to develop one cohesive handout
- Use ASAE & The Center templates when developing your handouts
- Please convert all handouts to PDF before uploading
- If you are submitting your PowerPoint presentation, please have it set to print 3 or 4 slides per page and then save as PDF before uploading

Templates are found in the Speaker Service Center in two places:

1. By clicking on the “Upload Handouts” in the navigation bar, or
2. By clicking on “Speaker Resources” in the navigation bar.

The direct links are also here for your convenience:

Springtime Expo Handout Cover Page

<http://www.asaecenter.org/files/2010%20Springtime%20Handout%20Cover%20Page.doc>

PowerPoint Template – **Blue**

<http://www.asaecenter.org/files/SpeakerTemplates/ASAETheCenterTemplateBlue.ppt>

PowerPoint Template – **Green**

<http://www.asaecenter.org/files/SpeakerTemplates/ASAETheCenterTemplateGreen.ppt>

PowerPoint Template – **Orange**

<http://www.asaecenter.org/files/SpeakerTemplates/ASAETheCenterTemplateOrange.ppt>

Got a Book or Mention a Book?

The Springtime Expo will have an on-site bookstore which offers attendees the opportunity to purchase publications designed to help them more effectively lead and manage their organizations. Titles range from research-based benchmarking studies to popular leadership books to publications specific to job functions. When feasible, we offer books or other publications authored or recommended by our meeting speakers. If you have authored a book or make reference to a book during your session please email jtippett@asaecenter.org.

Evaluations

Evaluations for your session will be emailed to all attendees as soon as we have a final list of attendees, probably the Monday after the program. After the conference we will email you the responses we receive on the evaluations – **this usually takes 6-8 weeks** – in June.

3. Get the Word Out!

TWITTER and MORE: Feel free to communicate with any colleagues, post to listservs or other mediums you are a part of, and/or post using the following Twitter channel <http://twitter.com/SpringtimeExpo>. The hashtag is #STExpo10.

4. Understand the Audience: About the Attendees

Who attends the Springtime Expo?

The 2009 Springtime Expo was attended by **over 4,000** association professionals (2,129 executives, 1,877 exhibitors) representing professional associations, trade associations, AMCs and other types of organizations. Over half of the attendees completed an online evaluation, the results of which are listed below.

What do attendees expect?

All attendees value openness, risk-taking and diversity of thinking as they tackle real issues in the workplace. They want substance and knowledge that they can immediately put in to practice. All are looking for new ways to solve their current challenges and for ways to propel their organizations forward. They are expecting a great idea or two to come out of your session. Don't be afraid to ask them what great idea they heard during your session. It is a great way for them to interact – and to learn from one another at the close of your session.

Attendees expect the session write-up found online, in the brochure and in the on-site guide to match what you deliver. Please be sure that what you speak on reflects what is promised. Should something change as you further develop the content for your session please let Jessica know as soon as possible: jtipsett@asaecenter.org.

In addition, they don't want to hear a talking head. While you are definitely the content leader in the room there is probably a wealth of knowledge within the audience too. Allow attendees to ask questions, network and engage with one another. Similarly, please **STAND UP**. While there will be a table with chairs at the front of the room for speaker materials, many of the rooms are quite large and attendees will have a hard time seeing you if you sit. Plus, evaluation ratings from past events show that speakers who stand are found to be more engaging and thus the session rates higher. Remember that attendees want to learn from you. Get right out there and talk *with* them, not *at* them.

How many people will be in your education session?

The average session will have between 50-80 attendees. Some will have more, some will have less.

Statistics from the 2009 Springtime Expo

The 2009 Springtime Expo was attended by **over 4,000** association professionals (2,129 executives, 1,877 exhibitors) representing professional associations, trade associations, AMCs and other types of organizations. Over half of the attendees completed an online evaluation, the results of which are listed below. Hopefully this data will help you craft the content for your session so you know who is in attendance.

Primary Job Function of Attendees

Sales	41%
Convention, Expositions and Meeting Planning	31%
Executive Management, Strategic Planning and Governance	7%
Marketing	4%
Operations and Administration	3%
Communications, Public Relations, and Publications	2%
Membership, Customer Service, and Data Entry	2%
Professional Development, Credentialing, and Knowledge Management	2%

Chief Staff Officer	1%
Other	7%

Organization Type Represented

Professional Association	63%
Third-Party Planning Company	8%
Association Management Company	7%
Independent Consultant/Planner	6%
Corporation	5%
Government Agency	1%
Other	10%

Number of Years Having Attended

First Time	23%
1-5	46%
6-10	14%
11-15	7%
16-20	4%
21-25	1%
25 or more	1%

5. Presentation Tips and Tricks

You probably already know what works and what doesn't for leading an education session. Think of a program you have attended that you absolutely loved where you felt totally engaged and you walked away feeling you had learned something new. Chances are those successful speakers had spent plenty of time preparing the materials, rehearsing and practicing before even arriving onsite at the meeting. We can also bet that they did not read from their slides or come off as ill prepared.

So, as you begin to plan out your education session, really think about those programs you have attended that really worked for you and then follow those examples. Similarly, if you recall a session you attended in the past that was not a success, learn from those mistakes!

We will hold a content leader orientation via conference call on April 13, 2010 (2:00 - 3:00 p.m. EST). Stay tuned for more information on dial-in instructions. Even if you are an experienced presenter and have spoken at other ASAE & The Center programs, please plan to participate.

Staying out of the drone zone

Our brand promise to our attendees is to provide exceptional experiences, a vibrant community, and essential tools that will make them and their organization more successful.

We need sessions that have...

- Relevant content for an experienced audience that stretches thinking and provides new approaches.
- Content which is delivered in an engaging way and draws on the experience of the attendees.
- Application exercises that involve the participants.
- Examples and case studies of real success—and successful failures! (Attendees often cite these as the most beneficial of all case studies.)
- Practical tools and models that can be applied immediately in their organization.

What your attendees will remember:

Once the excitement of the Springtime Expo is over and folks are back in their offices, think about what they'll remember. While your presentation basics should be clear, concise, colorful and dynamic, the things that will stay in their memories are:

- What they *did* in your session—not what they saw or heard
- Exercises that demonstrated your points
- Stories and examples that painted a mental picture
- Particularly powerful metaphors that can serve as reminders
- Small group discussions of key learning points
- Interaction with peers

No Sales Zone!

We've all had a few experiences in the past when people pushed themselves or their services too hard. So, we have established a clear line of a "No Sales Zone" at our meetings. No matter what your product or service, attendees do not feel comfortable when they think you want them to buy something. Be careful not to let any selling talk creep into your presentation—if you do, attendees will turn off and tune out. The balance between developing a relationship and selling is a little tricky, so here are some suggestions to help you on your way.

- NO back (or front) of room selling. We will have a bookstore for selling books. Let us peddle your wares while you develop relationships. (See the "Got a Book" portion of this manual if you have a book).
- Developing credibility during your presentation is good but wears thin quickly. Name-dropping is particularly offensive if it goes on too long or is spread on too thickly.
- Personal anecdotes can illustrate a point and make you seem warm and interesting, but use them sparingly—listen more than you talk.
- Be an attentive listener to a person's situation and offer to help think through a situation or problem. Help them connect with others who have similar problems. Be an inviting resource, but don't push. If you wish to continue contact after the conference, you are allowed to have attendees voluntarily sign up for emails. You must make it clear it is only if they are interested in more information from you and/or your company. However, don't just send promotional material—that's selling.

Things to Consider: General Dos and Don'ts

Do:

- Smile!
- Relax and have fun... the audience will feel it.
- Be energetic; be enthusiastic; be passionate.
- Use appropriate humor or other ways to engage the audience.
- Know your topic so you do not need to read it.
- Move around - don't limit or "trap" yourself behind a laptop or podium.
- Shake things up...keep them interested.
- Use an interactive format and involve the audience - don't wait until the end to engage them.
- Provide variety and uniqueness.
- Try to add stories, anecdotes, testimonials or demonstrations that emphasize your point.
- Repeat questions asked by the audience so that everyone can hear.
- Stay on track and within allotted time.
- Summarize your key points to "wrap-up" presentation.

- Provide tools and information that audience can implement.
- Remember that the audience is very interested in what you have to say...they want you to do well!

Don't:

- Read your presentation or read directly from slides.
- Use big words or acronyms that audience may not know.
- Look over your shoulder at the screen, or worse, stand and talk to the screen instead of to the audience!
- Use slides that are text heavy – if you have that much information to share, post it on the attendee website!
- Engage in side conversations with other presenters or panelists during the session.
- Answer without repeating the question first. Many people don't hear the question, so unless you repeat it the answer makes little sense.
- Use conversation fillers like "umm", "you know" and "like".
- Speak too quickly.

We are always striving to keep our programming interesting and engaging and look to you to lead the way. If folks should be stumbling into the Drone Zone, be creative and steer them away from the edge. Play to their strengths and allow them shine and speak about what they are passionate about. If they do that, the session is almost guaranteed to be a winner!

6. THANK YOU!!!

We greatly appreciate your taking the time to help make this year's Springtime Expo a huge success. Your knowledge and willingness to share is hugely beneficial to all attendees. If there is anything we can do to help you along please don't hesitate to contact Jessica at any time.

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Did you read this entire manual? If so, you are a star and should get some credit! Email Jessica at jtippett@asaecenter.org to let her know how great you are!