



**Annual Meeting & Exposition 2009**  
**Speaker Manual**  
**August 15 – 18, 2009**  
**Toronto, Canada**

[www.asaecenter.org/annualmeeting](http://www.asaecenter.org/annualmeeting)  
[http://www.asaeannualmeeting.org/speaker\\_service\\_center.cfm](http://www.asaeannualmeeting.org/speaker_service_center.cfm)

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## 1. ANNUAL MEETING OVERVIEW

The 2009 Annual Meeting & Exposition features:

- 120 Learning Labs on every aspect of association management
- Our popular Thought Leader Sessions
- Outstanding General Sessions
- The Association Solutions Marketplace, featuring over 600 exhibitors
- Plus nonstop networking opportunities!

All Learning Labs, Thought Leader and General Sessions at the Annual Meeting will take place at the Metro Toronto Convention Centre in Toronto, Canada. The address is below for your information.

Metro Toronto Convention Centre  
255 Front Street West  
Toronto, ON M5V 2W6, Canada  
(416) 585-8000  
[www.mtccc.com](http://www.mtccc.com)

## 2. LOGISTICS

### IMPORTANT DATES

<u>ACTION ITEMS</u>	<u>DUE DATE</u>
Accept the Speaker Agreement	4/03/09
Read the Speaker Manual	4/03/09
Update your Speaker Profile	4/03/09
Submit A/V Requests	5/01/09
Register for Conference	5/29/09
Reserve a Hotel Room	6/05/09
Submit Handout Materials	8/07/09

### Speaker Service Center

All logistical information will be handled online at the Speaker Services Center at [http://www.asaeannualmeeting.org/speaker\\_service\\_center.cfm](http://www.asaeannualmeeting.org/speaker_service_center.cfm) using your personal ID and password as indicated in the email you received from Megan Denhardt.

### **Logistics include:**

1. Accepting the Speaker Agreement
2. Accessing and reading through the Speaker Manual – trust me, it will help you get prepared for a successful Learning Lab!
3. Registering for the conference at the discounted speaker rate of \$195 by clicking on **SPEAKER REGISTRATION**
  - a. Once registered you can book your housing using the badge ID you receive on the confirmation email and then going to: [http://www.asaeannualmeeting.org/hotels\\_travel.cfm](http://www.asaeannualmeeting.org/hotels_travel.cfm)
4. Submitting your Audio Visual Requests
5. Submitting your handouts online (as well as accessing the proper templates)

### Registration Information

**You may register for the entire conference at the special discounted speaker rate of \$195.** Your registration allows you access to the entire conference.

Register online at [http://www.asaeannualmeeting.org/speaker\\_service\\_center.cfm](http://www.asaeannualmeeting.org/speaker_service_center.cfm) using your personal ID and password as indicated in the email you received from Megan Denhardt. Be sure to use the left-hand toolbar and select **Speaker Registration** to receive the discounted registration rate!

\*\*\*Please note! If you are not planning on attending the Annual Meeting and are only coming to speak at your session please let Megan Denhardt know.

## **Handouts**

### **This conference is Paper-Lite for Learning Lab Handouts**

As ASAE & The Center are trying to reduce the amount of paper we use at our conferences and symposia, the 2009 Annual Meeting will be paper-lite for session handouts. This is an effort both to be responsible toward the environment and to increase the quality and timeliness of the resources provided through this learning experience. Electronic program materials and handouts will replace paper and will be accessible online before, during and after the program on the website that is designed just for you, the attendee.

What this means for you as a content leader is the fact that we will not be providing printed session handouts for conference attendees. Paper-lite does not mean paper free. Attendees will receive a detailed onsite guide, learning journal (that will contain a schedule-at-a-glance and blank pages for note taking), and exhibitors may have brochures and flyers to hand out to interested parties.

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 using their learning journal. **Attendees EXPECT handout materials for each Learning Lab so please meet the deadline of August 7, 2009.**

**Handouts are due August 7, 2009. You will submit your handout materials in the Speaker Service Center.**

### **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 do submit PowerPoint, please have it set to print 3-4 slides a page and then save as PDF before uploading. (Please see note below about PowerPoint)

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

[http://www.asaeannualmeeting.org/speaker\\_handouts.cfm](http://www.asaeannualmeeting.org/speaker_handouts.cfm)

or

[http://www.asaeannualmeeting.org/speaker\\_resources.cfm](http://www.asaeannualmeeting.org/speaker_resources.cfm)

### **The direct links are also here for your convenience:**

[Annual09 Handout Cover Page](#)

[Annual09 PowerPoint Template Green](#)

[Annual09 PowerPoint Template Blue](#)

[Annual09 PowerPoint Template Orange](#)

### **What should be in your handout?**

We encourage you to go beyond simply submitting your PowerPoint presentation as your handout but rather provide supplemental information like **tools**, **checklists**, **guides** and **practical information** that attendees can walk away with and use as a reference back at the office. This means that if you want attendees to have access to your information you must utilize the [Speaker Services Center](#) to upload your handouts!

Should you have any questions, please contact Megan Denhardt at [mdenhardt@asaecenter.org](mailto:mdenhardt@asaecenter.org)

### **A Word on PowerPoint**

This traditional presentation format can be appropriate, but content leaders 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 work-in 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.

Here is a link to a short (less than 10 minute) presentation on how to jazz up your PowerPoint presentation and make it more effective. Try taking a look at it and you may be surprised you how easy you can go from same old, same old to interesting and "wow"! <http://breeze.bloomu.edu/powerpointtips/>

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

### **Got a Book?**

This Annual Meeting 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 fill out the author sheet (<http://tinyurl.com/authorsheetASAE>) and email it to [books@asaecenter.org](mailto:books@asaecenter.org).

### **Room Set/Audio-Visual Requests**

**Submit your audio visual needs by Friday, May 1, 2009.** You will submit your needs in the Speaker Service Center. [http://www.asaeannualmeeting.org/speaker\\_service\\_center.cfm](http://www.asaeannualmeeting.org/speaker_service_center.cfm)

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

- Wired lavalier microphones for the appropriate number of speakers.
- A 6 foot skirted table at the front of the room for your materials
- The majority of session rooms will be set in rounds of 6 or 8. In some cases theatre seating will be available in the back of the room to maximize space.
- **Under no circumstances can laptops be provided.** Please bring your own.
- If you are presenting with another person, please work together to submit one request form so you are all on the same page.

Should you require anything beyond what is listed above please indicate using the Speaker Service Center.

### **Evaluations**

- Evaluations for the education sessions will be emailed to all attendees twice during the Conference. First on Sunday, August 16, 2009 and again on Tuesday, August 18, 2009 at the end of each day. The attendees will be able to select your session and then evaluate the content, and your presentation ability.
- In early October 2009 you will receive you will receive a tabulated report of how you rated on a 1-5 scale (1=extremely dissatisfied and 5=extremely satisfied) along with any feedback or comments attendees provided for your session.
- Attendees will expect the written description of the session to match what you deliver so a good check in for you in advance of your Learning Lab is to make sure that what you are creating matches what is printed on the brochure and published online.

**You are halfway through this Content Leader Manual. Keep going. More helpful information awaits you!**

## **Making Your Travel Arrangements**

### **PASSPORT REQUIRED**

Traveling from the United States into Canada now requires a passport. Find out more information here:

<http://www.asaeannualmeeting.org/passport.cfm>

Everyone's looking to save a little money and stretch their dollar a bit further this year, so we're doing our best to help make that a possibility. Now you can get to the Annual Meeting & Expo a little cheaper by taking advantage of the following cost-cutting offers:

- **Book your flight on United and receive 15% off** applicable classes of service for tickets purchased more than 30 days prior to the meeting. Restrictions apply and not all classes of service apply for the 15% discount. Discounted flights apply for travel 8/12/2009 - 8/21/2009 to Toronto, Canada. Call 800-521-4041 or visit [www.United.com](http://www.United.com) and enter promotion code **510CK**.
- **Discount car rentals through Hertz and Enterprise.** For Hertz, call 800-654-2240 and mention promotion code CV#031C0014. For Enterprise, call 800-593-0505 and mention promotion code 32H7476.
- **NEW! Share your accommodations and your taxi ride or rental car from the airport.** Log on to the [Members' Directory](#) on our website, [www.asaecenter.org](http://www.asaecenter.org) and go the "2009 Annual Meeting & Expo Share a Room/Share a Ride" group to find attendees willing to share their rooms or their ride and split the cost.

### **Official Travel Agency**

This year, we're making it even easier to book your travel and receive the best rates through our official travel agency, Association Travel Concepts (ATC). This full-service travel agency provides personalized service, advance seat assignments, special meal requests, frequent flier program updates, electronic ticketing, email access for convenient booking of your tickets and more.

ATC offers these cost saving options:

- **Airline Discounts**
  - Up to 15% off applicable classes of service for tickets purchased more than 30 days prior to the meeting. Restrictions apply and not all classes of service apply for the 15% discount. (United)
  - Direct access to ATC online booking tools for discounted meeting travel. Go to [www.atcmeetings.com/asae](http://www.atcmeetings.com/asae) and click on CREATE A NEW ACCOUNT to get started.
  - No service fees when you book online at [www.atcmeetings.com/asae](http://www.atcmeetings.com/asae).
  - Ability to book city tours and events online, including restaurant reservations, theater and concert tickets.
- **Car Discounts**
  - Discounted meeting rates (Hertz and Enterprise).

And, now when you book your reservations online with ATC you have the option to **offset the carbon footprint of your air travel!** ASAE & The Center, ATC and Rearden will pay the fee for this carbon offset.

**For all your travel needs visit [www.atcmeetings.com/asae](http://www.atcmeetings.com/asae) or call 800-458-9383.**

The above discounts apply for travel 8/12/2009 - 8/21/2009 (Toronto, Canada). *Some restrictions may apply. Service fees apply for other travel.*

### **Transportation from the Airport**

**TORONTO AIRPORT EXPRESS** is an efficient and cost-effective solution for your travel from Toronto's Lester B. Pearson International Airport to the downtown Toronto core by motor coach. You will be provided with safe, courteous, and reliable travel between the airport and their downtown hotels.

### **Housing Information**

You must first register for the conference before you can secure housing. Once you have registered, simply visit the attendee portion of the website to book your housing, using the badge ID provided on your confirmation email. For your information below are the housing options available through ASAE & The Center's hotel block for this conference.

<b>Hotel</b>	<b>Rates (CAD)</b>	<b>Rates (USD)</b>
Cosmopolitan Hotel Toronto	\$199	\$189
Delta Chelsea Hotel	\$189	\$179
Fairmont Royal York Hotel	\$239	\$226
Hilton Toronto	\$219	\$208
InterContinental Toronto Centre	\$239	\$226
Renaissance Toronto Hotel Downtown	\$209	\$198
Sheraton Centre Toronto Hotel	\$229	\$217
Toronto Marriott Downtown Eaton Centre	\$202	\$156
Westin Harbour Castle	\$235	\$223
<b>***Please note the conversion rates do change. You can reference the conversion table for most current Canadian conversion rates.</b>		

### **3. GET THE WORD OUT**

**TWITTER** – Follow the Twitter channel for the 2009 Annual Meeting at <http://twitter.com/asaecenter09> and feel free to post using the hashtag #ASAE09

**VIDEO** – Do you have a video you want to share about your Learning Lab? Send it along so we can promote your session on our YouTube channel.

Will you be blogging or Twittering about your plans for speaking at the Annual Meeting--or posting during the conference itself? Help our attendees find you by adding your name to our interactive blog roll and Twitter roll. Attendees and other speakers have already begun to add links to their blogs and Twitter feeds so be sure to be sure yours is posted as well by visiting <http://www.asaeannualmeeting.org/engage.cfm> and adding your name and blog or Twitter information be sure yours is posted as well.

Or see who's already listed at <http://www.asaeannualmeeting.org/engage.cfm>

### **4. LEARNING LAB TIPS & 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 bet also that they did not read from their slides or come off as ill prepared.

So, as you begin to plan out your Learning Lab, 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 the three to four weeks in advance of the program. Stay tuned for more information on that date. Even if you are an experienced presenter and have spoken at other ASAE & The Center programs, please plan to participate once the dates are announced.

In the interim, if you have questions, please contact Megan Denhardt at [mdenhardt@asaecenter.org](mailto:mdenhardt@asaecenter.org)

## **KNOW YOUR AUDIENCE**

### **Who attends Annual Meeting?**

The attendees are primarily from associations and other not-for-profit entities and tend to be sophisticated and well-educated. Partners who provide services to the association community will also be in attendance. Attendees represent all functional areas of association management as well as consultants, trainers, industry partners, and exhibitors.

### **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.

### **What your attendees will Remember**

Once the excitement of the Annual Meeting is over and folks are back in their offices, think about what they'll remember. So, while your presentation basics should be clear, concise, colorful and dynamic, the things that will lock you forever into 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 server as reminders
- Small group discussions of key learnings
- Interaction with peers

### **What your attendees won't remember**

- They won't remember much about your incredible statistics even though your facts will build your credibility.
- They'll forget most of your jokes, although by giving them a few laughs, they'll be more receptive to your information and thinking.
- They won't remember how eloquent you were, although your clarity of thought will help them comprehend what you're trying to say.

### **It's all about Numbers**

#### **So, how many people will be in your Learning Lab?**

The average session will have between 65-85 attendees. Some will have more, some will have less. Each session room will be set for the maximum capacity in that room.

### **Statistics from the 2008 Annual Meeting:**

- In 2008, roughly 5000 people including association executives, business partners, and exhibiting companies attended the Annual Meeting & Exposition
  - 41% of attendees were from professional associations
  - 25% of attendees were from trade associations
  - 6% of attendees were from combined professional/trade but mainly individual members
  - 6% of attendees were from Association Management Companies (AMC)
  - 4% of attendees were from foundation, charitable or philanthropic organizations
  - 4% of attendees were from a for-profit company or consultancy

- 3% of attendees were from combined trade/professional but mainly organization institution members
- 50% of attendees described their job responsibility as executive and senior management
- 16% of attendees described their job responsibility as membership
- 14% of attendees described their job responsibility as conventions, exposition, and meeting planning
- 11 % of attendees described their job responsibility as communications/PR/Publications
- 10% of attendees described their job responsibility as financial, budget and operations
- 9% of attendees described their job responsibility as marketing
- 7% of attendees described their job responsibility as professional development, credentialing, and/or knowledge management
- 7% of attendees described their job responsibility as component relations
- The remaining areas of job responsibility include component relations, fundraising, development, sponsorship, government relations or public policy, human resources, international affairs, legal, research, technology, etc.

#### **Range of gross annual revenue of organizations represented in 2008:**

33% had gross annual revenue of \$1 million - \$5 million  
 15% had gross annual revenue of \$10 million - \$25 million  
 13% had gross annual revenue of \$5 million - \$10 million  
 10% had gross annual revenue of \$500,000 - \$1 million  
 7% had gross annual revenue of \$25 million - \$50 million  
 7% had gross annual revenue of \$250,000 - \$500,000  
 6% had gross annual revenue of less than \$250,000  
 The remaining had gross annual revenue of \$50 million or more.

#### **Quick Tips**

##### **No 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! That means 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
- Examples and case studies of real success (and successful failures!)
- Practical tools and that can be applied immediately in their organization

#### **Things to Consider: General Do’s and Don’ts**

##### **Do:**

- ✓ Smile, relax and have fun...the audience will feel it.
- ✓ An ice-breaker to get your audience interacting and engaged from the beginning.
- ✓ Be energetic, be enthusiastic, be passionate.
- ✓ Use appropriate humor or other ways to engage audience.
- ✓ Know your topic so you do not need to read it.
- ✓ Move around – don’t limit or “trap” yourself behind a laptop
- ✓ Allow the audience to ask questions.
- ✓ 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.
- Use big words or acronyms that audience may not know.
- Look over your shoulder at presentation screen (PowerPoint).
- Use slides that are text heavy.
- Engage in side conversations with other presenters during presentation.
- Answer questions without repeating question first.
- Use conversation fillers like “umm”, “you know” and “like”.
- Speak too quickly.

## **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 visible “No Sales Zone” at the Annual Meeting. Whether your company sells consulting services or computer systems or widgets... attendees do not feel comfortable when they think you want them to buy something. So, 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 guidelines:

- 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.

## **5. THANK YOU!**

We greatly appreciate your taking the time to help make the 2009 Annual Meeting & Exposition 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 us at any time.

Did you read this entire manual? If so, you are a star and should get some credit! Email Megan at [mdenhardt@asaecenter.org](mailto:mdenhardt@asaecenter.org) to let her know how great you are!

## **6. CONTACT INFORMATION**

Any questions regarding your learning lab please contact either:

### **Megan Denhardt, CAE**

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ASAE & The Center for Association Leadership  
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