



**2011 ASAE Annual Meeting & Exposition
Content Leader Manual
August 6 – 9, 2011
St. Louis, MO**

[Http://www.asaeannualmeeting.org](http://www.asaeannualmeeting.org)
http://www.asaeannualmeeting.org/speaker_service_center.cfm

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1. ANNUAL MEETING OVERVIEW

The 2011 Annual Meeting & Exposition features:

- Over 100 Learning Labs on every aspect of association management
- Outstanding General Sessions
- Game Changer Sessions
- Deep Dive Sessions
- International Conference-within-a-Conference
- Conversations That Matter
- Innovation Exchange
- The Association Solutions Marketplace, featuring over 600 exhibitors
- Plus nonstop networking opportunities!

All education sessions at the Annual Meeting will take place at the America's Center Convention Complex in St. Louis, MO. The address is below for your information.

America's Center Convention Complex
701 Convention Plaza
St. Louis, MO 63101
(800) 325-7962
<http://www.explorestlouis.com/americasCenter/>

2. LOGISTICS

IMPORTANT DATES

<u>ACTION ITEMS</u>	<u>DUE DATE</u>
Accept the Speaker Agreement	4/29/2011
Read the Speaker Manual	4/29/2011
Update your Speaker Profile	4/29/2011
Submit A/V Requests	4/29/2011
Register for Conference	5/06/2011
Reserve a Hotel Room	5/13/2011
Submit Handout Materials	7/18/2011

Speaker Service Center

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

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 session!
3. Registering for the conference at the discounted speaker rate of \$295 by clicking on **SPEAKER REGISTRATION**
4. Make hotel reservations at http://www.asaeannualmeeting.org/hotels_travel.cfm.
5. Submitting your Audio Visual Requests
6. 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 \$295. Your registration allows you access to the entire conference.

Register online at http://www.asaeannualmeeting.org/speaker_service_center.cfm using your personal ID and

password as indicated in the email you received from Brian Kirkland. 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 Brian Kirkland know at bkirkland@asaecenter.org.

Handouts

This conference is Paper-Lite for Learning Lab Handouts

As ASAE is trying to reduce the amount of paper we use at our conferences and symposia, the 2011 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 July 18, 2011.**

Handout Guidelines:

- Please limit your handout to 10 pages.
- Work with your co-presenters to develop one cohesive handout
- Use ASAE 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)

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

http://www.asaeannualmeeting.org/upload_handouts.cfm

or

http://www.asaeannualmeeting.org/speaker_resources.cfm

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 Service Center](#) to upload your handouts!

Should you have any questions, please contact Brian Kirkland at bkirkland@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.garrreynolds.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://www.asaecenter.org/files/FileDownloads/HandOuts/2011Annual/Annual%2011%20Author%20Sheet.doc>) and email it to books@asaecenter.org.

Room Set/Audio-Visual Requests

Submit your audio visual needs by Friday, April 29, 2011. You will submit your needs in the Speaker Service Center. http://www.asaeannualmeeting.org/speaker_service_center.cfm

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

- Wireless lavalier microphones for the appropriate number of speakers.
- 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, or contact Brian Kirkland directly at bkirkland@asaecenter.org.

Evaluations

- In October 2011, 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.

Making Your Travel Arrangements - http://www.asaeannualmeeting.org/hotels_travel.cfm

ATC Official Travel Service

ASAE has teamed up with Association Travel Concepts (ATC) to offer you the smoothest travel accommodations possible. ATC is a leading travel management company that provides travel and meeting services exclusively to the association market. Since 1995, they have been managing the travel for hundreds of associations and thousands of meetings nationwide. Their distinctive focus on the association market allows them to offer a unique perspective that truly sets us apart in the industry.

Discounts & Services

- * 5% 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 5% discount (United Airlines).
- * Compare your fare against hundreds of other sites.
- * Low fare options and Price Match Guarantee (price match guarantee through online booking only).
- * Advanced seat assignment and special meal requests. Frequent flier program updates.

Online Travel Center—Association Endorsed: <http://www.atcmeetings.com/asae>

Online service fee—\$10*

The ATC Travel Center is your one stop for making reservations to association meetings and adding additional excitement to your travel plans.

- * Airline Discounts
- * Car Discounts
- * Side Trips & Activities
- * Tours & Sightseeing
- * Travel Tools
- * 24/7 Online Access
- * Low Fare Search Options

The above discounts apply for travel 7/31/2011-8/13/2011(STL)

Some restrictions may apply. *Service fees apply to ticketed reservations. You may also call your own agency or the vendors directly and refer to the following ID numbers:

- **United Airlines:** 510CK; Call 1-800-521-4041
- **Hertz Rentals:** CV#031C0016; Call 1-800-654-2240
- **Enterprise:** 32H7476; Call 1-800-593-0505

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

Airline Deals

1) American Airlines

ASAE has partnered with American Airlines to provide our attendees a 10% discount off ANY published airfare on www.aa.com for the ASAE Annual Meeting & Exposition. The valid travel dates for this discount are __dates go here__. You can easily access American's fares and apply this discount by going to www.aa.com to book your flight. Place the below Promotion Code in the promotion code box and your discount will be calculated automatically. This special discount is valid off any applicable published fares listed for American Airlines, American Eagle, and American Connection. International originating guests will need to contact your local reservation number and refer to the Promotion Code.

You may also call 1-800-433-1790 to book your flights, please refer to the Authorization Number below when you call. Please note there is a reservation service charge for all tickets issued by phone. Please use our preferred partner, American Airlines when you can because of the benefits provided to you as a traveler and to our organization for extended partner value.

Promotion Code: 6781BG

2) Delta Air Lines

Delta Air Lines is pleased to offer the following special benefits for ASAE Annual Meeting attendees:

- * Discounts on all fares
- * Competitive frequent flier program
- * Friendly person-to-person reservation service
- * Global route network

To take advantage of these special offers, please follow these simple steps:

- * Call Delta Meeting Network reservations at 1-800-328-1111, Monday through Friday, 7:00 a.m. – 7:00 p.m. Central Time and refer to **File Meeting Code NY29E**.
- * Or, have your travel agent call Delta’s toll-free number to obtain these same advantages for you. The travel agent must refer to **File Meeting Code NY29E**.

3) Amtrak

Amtrak offers a 10% discount off the lowest available rail fare to St Louis, MO, valid between August 3, 2011 and August 12, 2011. Includes travel up to three days prior to the convention start date, and three days following the last day of the meeting. (No other discounts apply)

To book your reservation call Amtrak at 1 (800) 872-7245, or contact your local travel agent. Please refer to Convention Fare Code X30G-925 when making your reservation; a 10% discount has been approved. Conventions cannot be booked via Internet. This offer is not valid on the Auto Train and Acela service. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges. Fare is valid on Amtrak Regional—all departures seven days a week, except for holiday blackouts.

If you have any questions or need any further assistance, please feel free to contact us at 1-800-USA-1GRP (1-800-872-1477) Monday through Friday, 6:00 a.m.–4:30 p.m. PT.

Housing Information

You do NOT have to register for the conference before you can secure housing. Simply visit https://www.asaeannualmeeting.org/hotels_travel.cfm for more information. The direct link to book a room can be found here: <http://event.expobook.com/Index.aspx?eventid=203>. For your reference, the housing options available through ASAE’s hotel block for this conference can be found below – a hotel map can be found here: <http://www.asaecenter.org/files/FileDownloads/HandOuts/stlouishotelmap.pdf>.

Hotel	Rates (USD)
Drury Inn & Suites St. Louis	\$136
Drury Plaza Hotel	\$136
Four Seasons Hotel St. Louis	\$215
Hampton Inn Gateway Arch	\$152

Hilton St. Louis at the Ballpark	\$159
Hilton St. Louis Downtown	\$169
Hotel Lumiere	\$149
Hyatt Regency St. Louis at the Arch	\$189
Millennium Hotel St. Louis	\$149
Renaissance St. Louis Grand Hotel	\$189 Single/\$209 Suite
St. Louis Union Station Marriott	\$159
Westin St. Louis	\$199

3. GET THE WORD OUT

TWITTER – Follow the Twitter channel for the 2011 Annual Meeting at <http://twitter.com/asaecenter11> and feel free to post using the hashtag #ASAE11

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

Will you be blogging or Tweeting 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.

4. LEARNING LAB TIPS & TRICKS

We're pleased to give you this opportunity to present, but know that it comes with a responsibility. Our promise to our attendees says that we will provide them with an exceptional experience, and that promise extends to all of the Learning Labs within the conference. The audience trusts that the sessions we have selected will be excellent learning experiences, and in turn we trust that you will be fully prepared to deliver on that promise.

ASAE wants you to evaluate well, and one of the ways to do that is to adhere to the following best practices which are taken from the feedback provided by attendees at our face-to-face programs.

1. Introduce yourself, the name of the Learning Lab, and the purpose of your session in your opening remarks.
2. Make sure your presentation is reflective of the session description used to promote your session. This is what attendees are expecting.
3. Stand up when presenting, even if you are part of a panel discussion.
4. Always use your microphone, and repeat all questions from attendees.
5. Engage session attendees as active learners rather than passive listeners.
6. Provide plenty of opportunities for attendees to ask questions, interact with each other, and apply the concepts you're presenting.
7. Provide resources and handout materials in advance of your session. Examples of useful handouts are provided in the Content Leader Manual.

8. Be energetic and enthusiastic! Attendees will feed off of your energy, which will make your learning experience more useful and rewarding.
9. Comply with all program-related deadlines provided by ASAE, including but not limited to deadlines for handouts, A/V requests, etc.
10. Do not engage in any type of promotional marketing or selling of any product or service.
11. Agree to notify ASAE's program manager immediately in the event that an emergency should prevent you from meeting your obligation as a content leader.

As you begin to plan out your Learning Lab, you should also 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 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 programs, please plan to participate once the dates are announced.

In the interim, if you have questions, please contact Brian Kirkland at bkirkland@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 serve 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 2010 Annual Meeting:

- In 2010, 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 2009:

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 2011 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.

6. CONTACT INFORMATION

Any questions regarding your learning lab please contact either:

Brian Kirkland

Senior Manager, Learning

ASAE : The Center for Association Leadership

P: 202-326-9528

E: bkirkland@asaecenter.org