



**Great Ideas Conference 2010
Content Leader Manual
March 7-9, 2010
Colorado Springs, CO**

www.asaecenter.org/greatideasconference
https://www.greatideasconference.org/speaker_service_center.cfm

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1. GREAT IDEAS CONFERENCE & EXPO OVERVIEW

The Great Ideas Conference offers:

- More than 60 Idea Labs that will challenge attendees on new ways of thinking
- Cookin' Up Leadership, a highly-interactive program that whips up the best of experiential learning
- Social Media Labs, nine sessions geared towards those who already have some experience in social media and want to take it to the next level

NEW this year:

- Leadership Through Golf, this unique physical and experiential workshop will explore leadership tactics and strategy while you improve your golf skills
- Business Model Innovation: An Intensive Workshop for Association Leaders, a half-day program to help you build your capacity for strategic thinking and leadership
- Best of the Best, a track of education sessions that brings you the best sessions from past ASAE & The Center conferences that received exceptionally high marks
- CAE 50th Anniversary Exclusive Leadership Program, a truly hands-on program designed exclusively for CAEs to explore leadership qualities through words, movement, voice and, drama with Leadership Development faculty and master artists from The Banff Centre

The Idea Labs, General Sessions, and Sunday reception for Great Ideas Conference take place at The Broadmoor in Colorado Springs, CO. www.broadmoor.com

The Broadmoor
1 Lake Avenue
Colorado Springs, CO 80906

2. LOGISTICS

IMPORTANT DATES

ACTION ITEMS

DUE DATE

Accept content letter of agreement	October 23, 2009
Update content leader profile	October 30, 2009
Read the content leader manual	November 13, 2009
Submit audio-visual needs	November 20, 2009
Attend content leader briefing	January 13, 2010 (1:00 – 2:00 p.m. EST)
Reserve hotel room	January 15, 2010
Upload handouts (using templates provided)	February 26, 2010

Speaker Service Center

All logistical information will be handled online at the Speaker Services Center at https://www.greatideasconference.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 Content Letter of Agreement
2. Updating your content leader profile with a bio and photo that will appear on the Great Ideas Conference website for your Idea Lab 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. Registering for the conference at the discounted speaker rate of \$245 by clicking on **SPEAKER REGISTRATION**
 - a. Hotel reservations can be made outside of the Speaker Service Center

<http://www.greatideasconference.org/housing.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 \$245. Your registration allows you access to the entire conference.

Register online at https://www.greatideasconference.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 Great Ideas Conference and are only coming to speak at your Idea Lab please email mdenhardt@asaecenter.org.

Handouts

This Conference is Paper-Lite for Idea Lab Handouts

As ASAE & The Center are trying to reduce the amount of paper we use at our conferences and symposia, the 2010 Great Ideas Conference will be paper-lite for session handouts. 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 and learning journal (that will contain a schedule-at-a-glance and blank pages for note taking).

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 Idea Lab so please meet the deadline of February 26, 2010.

Handouts are due February 26, 2010. You will submit your handout materials in the Speaker Service Center using ASAE & The Center templates.

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 submit PowerPoint as your handout, 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:

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:

[Great Ideas Handout Cover Page](#) (when using Word)

<http://www.asaecenter.org/files/HandoutCoverPageGIC2010.doc>)

PowerPoint Template – Blue

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

PowerPoint Template – Green

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

PowerPoint Template – Orange

(<http://www.asaecenter.org/files/SpeakerTemplates/ASATheCenterTemplateOrange.ppt>)

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

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.

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

Got a Book or Mention a Book?

The Great Ideas Conference 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.

Room Set/Audio-Visual Requests

Submit your audio visual needs by November 20, 2009. You will submit your needs in the Speaker Service Center. https://www.greatideasconference.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. 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 with your presentation already pre-loaded and ready to go.
- 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 on March 9th and the survey will remain open for a few weeks.
- In late April 2010 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 Idea 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!

Housing Information

Great Ideas Conference is taking place at a 5-star luxury hotel located at the foot of the Rockies, The Broadmoor in Colorado Springs, CO. The resort is located on 3,000 lush acres under the shadow of Cheyenne Mountain and offers an award-winning spa, fitness center, two swimming pools, three outdoor hot tubs, one lap pool; 54 holes of championship golf, six tennis courts, 24-hour room service, 25 specialty retail shops and much more.

The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906

General Information: 719-634-7711

Resort Reservations: 866-837-9520 (toll free)

Interactive Resort Map: <http://www.broadmoor.com/resort-map.php>

BOOK your room(s) today.

Group rate \$180 single/double plus applicable taxes

Cutoff date: February 19, 2010

Rates quoted for dates prior to- or after the official program dates are based on hotel availability. Cutoff date for reservations at the group rate is February 19, 2010. Be sure to reference ASAE & The Center's Great Ideas Conference. ***Please note that while the cut-off date is not until February 19th we recommend that all speakers book their hotel rooms by January 15, 2010 to ensure you have a room.***

For reservations, call 866-837-9520 or book online. (<https://resweb.passkey.com/go/ASAE10>)

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/GreatIdeasConf> and please post using the hashtag #Ideas10.

4. IDEA 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 Idea 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 on **January 13, 2010 (1:00 – 2:00 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.

In the interim, if you have questions, please contact Megan Denhardt at mdenhardt@asaecenter.org

KNOW YOUR AUDIENCE

Who attends the Great Ideas Conference?

The attendees are primarily from associations and nonprofit organizations. They 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 —marketing, membership, professional development, communications, new product development, finance and business operations, information systems, etc.

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 onsite 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 Megan Denhardt know as soon as possible.

mdenhardt@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.

It’s all about Numbers

- The goal of this conference 450 attendees

So, how many people will be in your education session (Idea Lab)?

The average session will have between 65-80 attendees. Some will have more, some will have less.

Statistics from the 2009 Great Ideas Conference:

In 2009, over 400 people attended the Great Ideas Conference. Below are some statistics from past Great Ideas Conferences. These statistics are pulled from the evaluation data and show the attendees’ level at his/her organization, types of membership organizations, budget sizes, and staff sizes. Hopefully this data will help you craft the content for your session so you know who is in the audience.

Where does your position fall within the organization chart? (from Great Ideas 2009 attendee evaluation)	
	Number of responses on evaluation: 192
	%
Chief Staff Executive (#1)	24.6

Deputy Director (#2)	8.6
Senior Staff but not Deputy	28.9
Mid Level Management	26.7
Other Management or Administrative Staff	11.2
Total	100.0

What types of members belong to your organization?			
	2009 Miami	2007 Orlando	2007 Marco Island
Number of responses:	192	261	324
Professional Association (individuals only)	46.4	39.9	37.0
Trade Association (companies/institutions only)	14.9	16.3	17.0
Association Consultant (primary service involves sale of intellectual property or expert advice)	6.2	7.0	4.6
Combined professional/trade but mainly company members	3.6	5.0	3.7
Industry Partner (For profit company involved in the sale of products and services to associations)	3.6	2.7	5.6
Combined professional/trade but mainly individual	3.1	7.4	10.5
AMC (Association Management Company)	2.6	4.7	2.2
Hotel, Convention Center or other hospitality industry organization	2.6	2.3	0.9
Federation of Associations	2.1	0.0	1.5
CVB	1.5	2.3	2.2
Education Institution	1.5	1.6	1.5
Philanthropic, Foundation or Charitable organization	1.0	2.3	1.9
Government Agency	0.5	0.8	1.2
Other. Please Describe:	6.7	5.4	7.7
No Answer	3.6	2.3	2.5
Total	100	100	100

Which of the following includes the range of your organization's budget?			
	2009 Miami	2007 Orlando	2007 Marco Island
Number of responses:	192	261	256
	%	%	%
Less than \$250,000	7.2	4.7	3.4
\$250,000-\$500,000	2.6	4.7	4.0
\$500,000-\$999,999	4.1	5.0	5.2
\$1,000,000-\$4,999,999	25.3	25.6	33.0
\$5,000,000-\$9,999,999	12.4	10.9	13.3
\$10,000,000-\$24,999,999	14.4	15.5	14.5
\$25,000,000-\$49,999,999	12.4	10.1	8.6
\$50,000,000-\$99,999,999	5.7	5.0	4.0
Over \$100 million	3.1	4.7	3.7
No Answer	12.9	14.0	10.2
Total	100.0	100.0	100.0

How many full-time equivalents (FTEs) are employed in your organization (all locations combined but exclude subsidiary or foundation employees, if any)?			
	2009 Miami	2007 Orlando	2007 Marco Island
Number of responses:	192	261	297
	%	%	%
2 or fewer	9.0	7.9	6.7
3-5	7.8	8.8	9.1
6-10	8.4	13.2	12.8
11-20	11.4	17.6	15.8
21-50	22.3	14.5	18.5
51-100	15.1	14.5	16.8
More than 100	25.9	23.3	20.2
Total	100.0	100.0	100.0

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 Dos and Don'ts

Do:

- ✓ STAND UP and move around!
- ✓ 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 and enthusiastic.
- ✓ 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” your 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 Great Ideas Conference 2010 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 to let her know how great you are!

6. CONTACT INFORMATION

Any questions regarding your Idea lab please contact either:

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ASAE & The Center for Association Leadership

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