



Technology Conference & Expo 2010
Content Leader Manual
December 14-15, 2010
Washington, DC

www.asaecenter.org/technologyconference
http://www.technologyconference.org/speaker_service_center.cfm

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1. TECHNOLOGY CONFERENCE & EXPO OVERVIEW

The 2010 Technology Conference & Expo features:

- 70 Technology Idea Labs
- Two General Sessions
- The Exhibit Hall, featuring over 100 exhibitors
- Plus great networking opportunities!

The Technology Idea Labs, General Sessions, Exhibit Hall, and evening event for Technology Conference take place at the Walter E. Washington Convention Center in Washington, DC. The address is below for your information.

Walter E. Washington Convention Center
801 Mount Vernon Place, NW
Washington, DC 20001
800-368-9000

www.dconvention.com/

For directions, visit: <http://www.dconvention.com/Visitors/DirectionsParking/GettingHere.aspx>.

2. LOGISTICS

IMPORTANT DATES

ACTION ITEMS

DUE DATE

Accept content leader letter of agreement:	September 24, 2010
Update content leader profile:	September 24, 2010
Read the Content Leader Manual:	September 24, 2010
Register for the Conference (at discounted speaker rate of \$295):	October 1, 2010
Submit audio-visual needs:	October 1, 2010
Attend speaker orientation	October 26 th from 1-2pm EST
Reserve hotel room (if applicable):	November 1, 2010
Upload handouts (using templates provided):	December 6, 2010

SPEAKER SERVICE CENTER

All logistical information will be handled online in the Speaker Services Center. The Speaker Service Center is your one stop shop as a content leader. Visit The Speaker Service Center (http://www.technologyconference.org/speaker_service_center.cfm) and login using your personal ID and password as indicated in the email you received from Megan Denhardt.

Logistics include:

1. Accepting the content leader letter of agreement
2. Accessing and reading through this Content Leader Manual – even the seasoned speaker needs a refresher so please take the time to read the manual. It will help you prepare a successful session and understand attendee expectations.
3. Registering for the conference at the discounted speaker rate of \$295 by clicking on **SPEAKER REGISTRATION**
 - a. Hotel reservations can be made outside of the Speaker Service Center on the regular conference website at (<http://www.technologyconference.org/housing.cfm>)
4. Submitting your audio-visual needs
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 \$295. Your registration grants you access to the entire conference.

Register online at http://www.technologyconference.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 Technology Conference and are only coming to speak at your session please email mdenhardt@asaecenter.org.

HANDOUTS

This conference is Paper-Lite for Technology Idea Lab Handouts

As ASAE is trying to reduce the amount of paper we use at our conferences and symposia, the 2010 Technology Conference & Expo 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, learning journal with blank pages for note taking, and exhibitors may have brochures and flyers to provide 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 Technology Idea Lab and will evaluate the session accordingly, so please meet the deadline of December 6, 2010.

Handouts are due December 6, 2010. 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 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. If you need assistance doing this please contact Megan at mdenhardt@asaecenter.org. (Please do not use scanned copies of your presentation as a handout.)

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:

[Technology Conference 2010 Handout Cover Page](#) (when using Word)

(<http://www.asaecenter.org/files/TechConfDec2010HandoutCoverPage.doc>)

PowerPoint Template

(<http://www.asaecenter.org/files/TechConfDec2010PPTtemplate.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 that 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?

The Technology Conference & 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 fill out the author sheet (<http://www.asaecenter.org/files/authorsheetTechConf.doc>) and email it to books@asaecenter.org.

ROOM SET/AUDIO-VISUAL REQUESTS

Submit your audio visual needs by October 1, 2010. You will submit your needs in the Speaker Service Center. http://www.technologyconference.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.

Please approve the standard set or indicate what you need beyond what is listed above through the Speaker Service Center. Login and then click on "AV Submit."

EVALUATIONS

- Evaluations for the education sessions will be emailed to all attendees on December 15th and the survey will remain open for a few weeks.
- In February 2011 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 delivering your Technology Idea Lab is to make sure that what you are creating matches what is printed in the brochure and published online.

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

HOUSING INFORMATION

Renaissance - Washington DC

999 Ninth St., NW
Washington, DC 20001
(202) 898-9000

Single/Double: \$229.00/night plus tax

Cutoff Date: November 29, 2010

Reservations: (800) 468-3571

Please Note! While the general cutoff date for booking housing is November 29th, we highly recommend that speakers book by November 1st to ensure you have a hotel room should you need it.

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/TechConf> and please post using the hashtag #Tech10

4. TECHNOLOGY 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 Technology 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 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 programs, please plan to participate once the date is announced.

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

KNOW YOUR AUDIENCE

Who attends the Technology Conference & Expo?

Conference attendees are primarily senior staff association executives who bring a wealth of knowledge and technical expertise to the table. Attendees will be chief technology officers, IT specialists, CEOs and others responsible for developing an IT strategy, as well as managing the day-to-day technology functions.

What do attendees expect?

Technology Conference attendees are looking for high level information on technology solutions and strategies to help manage their association more effectively. Think about how your session will provide tangible examples and demonstrations without overwhelming technical lingo. 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 about 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 and 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 THE NUMBERS

So, how many people will be in your Technology Idea Lab?

The average session will have between 75-100 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 2009 Technology Conference & Expo:

In 2009, roughly 1200 people including association executives, business partners, and exhibiting companies attended the Technology Conference & Expo. Below are some statistics that show the types of organizations the attendees have as well as the budget size of attendees.

What types of members belong to your organization?				
Conference Year:	2009	2008	2007	
	%	%	%	
AMC (Association Management Company)	4.1	2.5	2.6	
Association Consultant (primary service involves sale of intellectual property or expert advice)	2.7	3.0	3.4	
Combined professional/trade but mainly company members	6.5	7.5	5.7	
Combined professional/trade but mainly individual	8.2	10.5	10.6	
CVB	0.7	0.0	0.3	
Education Institution	1.7	2.7	4.0	
Federation of Associations	0.3	0.2	1.1	
Government Agency	0.7	0.7	0.6	
Hotel, Convention Center or other hospitality industry organization	0.0	0.0	0.6	
Industry Partner (For profit company involved in the sale of products and services to associations)	8.9	5.5	7.7	
Other.	9.6	7.7	9.7	
Philanthropic, Foundation or Charitable organization	2.7	2.0	1.7	
Professional Association (individuals only)	32.2	30.7	28.1	
Trade Association (companies/institutions only)	18.2	23.7	20.1	
No answer	3.4	3.7	3.7	
Total	100.0	100.0	100.0	

Which of the following includes the range of your organization's budget?				
Conference Year:	2009	2008	2007	
	%	%	%	
Less than \$250,000	5.5	3.0	4.3	
\$250,000 – \$500,000	4.1	4.7	4.6	
\$500,000 – \$999,999	8.6	7.2	7.2	
\$1,000,000-\$4,999,999	30.8	26.2	28.9	
\$5,000,000-\$9,999,999	12.7	18.7	14.9	

\$10,000,000-\$24,999,999	16.4	16.2	14.9
\$25,000,000-\$49,999,999	6.8	4.7	6.0
\$50,000,000-\$99,999,999	2.4	4.0	2.3
Over \$100 million	1.7	1.7	2.0
No answer	11.0	13.5	14.9
Total	100.0	100.0	100.0

QUICK TIPS

Use the Microphone!

It happens all the time...content leaders think they don't need a microphone ("I'm a really loud talker." "It allows me a chance to move around the room." "It's too formal."). All of the rooms at the Convention Center for the Technology Conference are quite large and thus really need you as the content leader to use the microphone. Please also repeat questions that attendees ask into the microphone to ensure that everyone in the room has heard it. While you may think you're loud without the microphone, or feel self-conscious about enhancing your voice, not using a microphone can be a total detriment to your presentation. If your audience only catches half of what you say, or if they have to continually strain to hear you, they will stop listening all together. Remember: it's not about you, it's about them!!

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, and 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 Technology Conference & Expo. 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 2010 Technology Conference & Expo 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 Technology Idea lab please contact either:

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