2020 CHAIR/SPEAKER

WEBINAR MANUAL

Contact:

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PRELIMINARY CLEAN PACIFIC WEBINAR SPEAKER INSTRUCTIONS

Webinar deadlines to remember:

- **Upload** your profile, bio, and upload a photo – *by June 5, 2020*
- **Mandatory** online release form due — *by June 5 2020*
- **Mandatory upload** of your presentations for review — *by June 15, 2020*

NOTE: Video content unapproved by conference staff is prohibited

MANDATORY PRESENTATION MATERIALS

Session viewers are searching for solutions to their problems. They want practical, tangible, precise takeaways that solve their problem(s). They want to be able to understand the why, how and what as well as be able to apply that information. Data can be found online.

PowerPoint Presentations

Company PowerPoint templates are allowed if they meet the following requirements:
- **Headers/company logos on first slide only**
- Short taglines are allowed along with company logo (first slide only), no advertisements, product names, or booth numbers
- Header not to exceed 1.5 inches
- **No company footers allowed**
- Must include the CLEAN PACIFIC 2020 logo somewhere on the first page
- Please use Widescreen (16:9) formatting

If your company template does not fit within these requirements the CLEAN PACIFIC template must be used which can be found online in Speaker Resources. You may choose the font size, font color and background for your PowerPoint.

Required Slides

- Slide 1- identifies the presenter(s), their companies, and contact information – **You must include your name and presentation title on this slide so that it can be identified for the conference archives**
- Slide 2 - lists the 3 to 4 learning outcomes. This is where you tell the audience what you want them to learn and remember after hearing your presentation

Video Content
All videos must be pre-approved by conference staff prior to recoding to verify that it is not commercial in nature or product specific. Because of the file size videos must be sent directly to Cassie Davie at cdavie@accessintel.com.

General Instructions:
- Format for a widescreen (16:9) screen
- Tradenames should be limited to one use per tradename and referred to generically after that
- Photographs should not include company or product names
- Claims must be backed up with data and be technically viable

NOTE: Speakers/panelists must avoid commercial presentations or they are subject to cancellation. Presentations are reviewed for readability and commercialism.

SESSION CHAIR INFORMATION AND REVIEW PROCESS

Centralized Speaker Communication through Conference Staff

For the webinar series we will be working outside of our standard mode of PPT collection. For the webinars speakers will be directed to send their PPTs to Cassie Davie so they can be logged in and saved prior to sending them to Session Chairs for review. Your speakers will receive:

- Instructions on when and where to send their PPTs for review, where they will check or upload their bio and photo, download the speaker manual, upload their presentations prior to review
- Reminders to provide a bio (if they have not complied) to be used to introduce them prior to their presentation
- Recording instructions and screen sharing training

Review Process

1. Session chairs are responsible for reviewing each presentation within their session. You will receive links to your speaker's PPTs about 3 days after the deadline of June 5, 2020

2. Deadline extensions may be given but must be coordinated in conjunction with Cassie Davie. Deadlines of greater than a week are discouraged in order to meet the launch of the CLEAN PACIFIC ON DEMAND portal

3. You will receive an email which contains individual links to the PPTs along with speaker contact information. Communicate directly with your speakers with review comments. That would include letting them know that no changes are necessary or if you have things that they have to change. Please review Mandatory Presentation Guidelines below. You are the gatekeeper making sure the requirements are met.

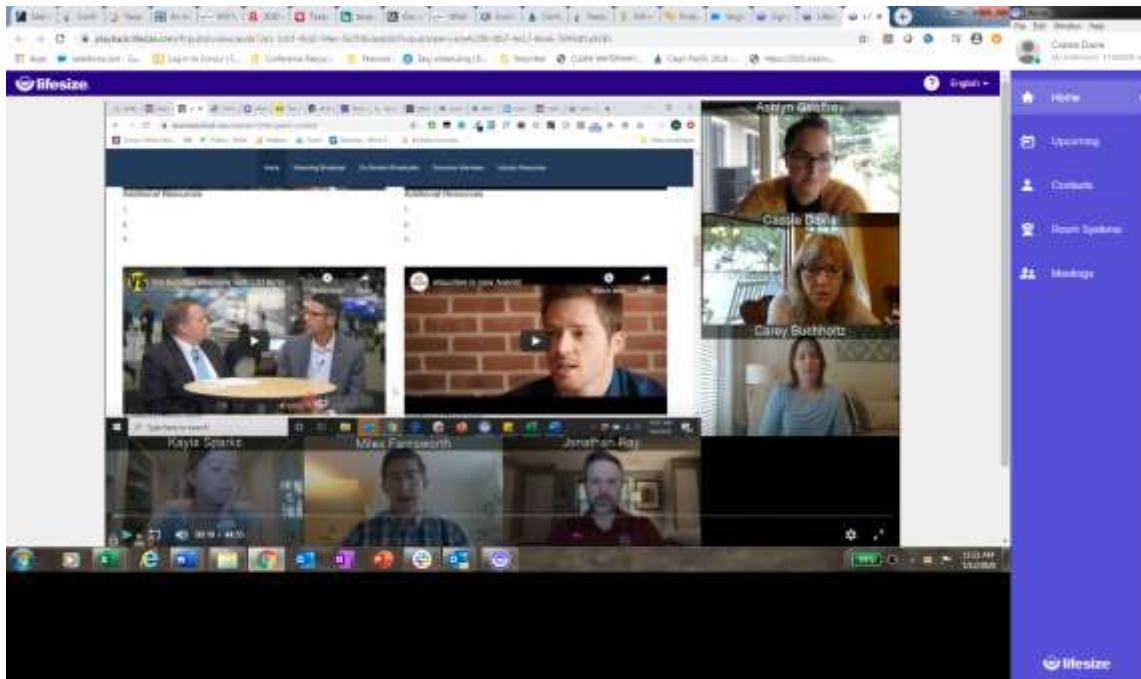*Please complete the review within 2 days of receiving the links.*

RECORDING PLATFORM EXAMPLES
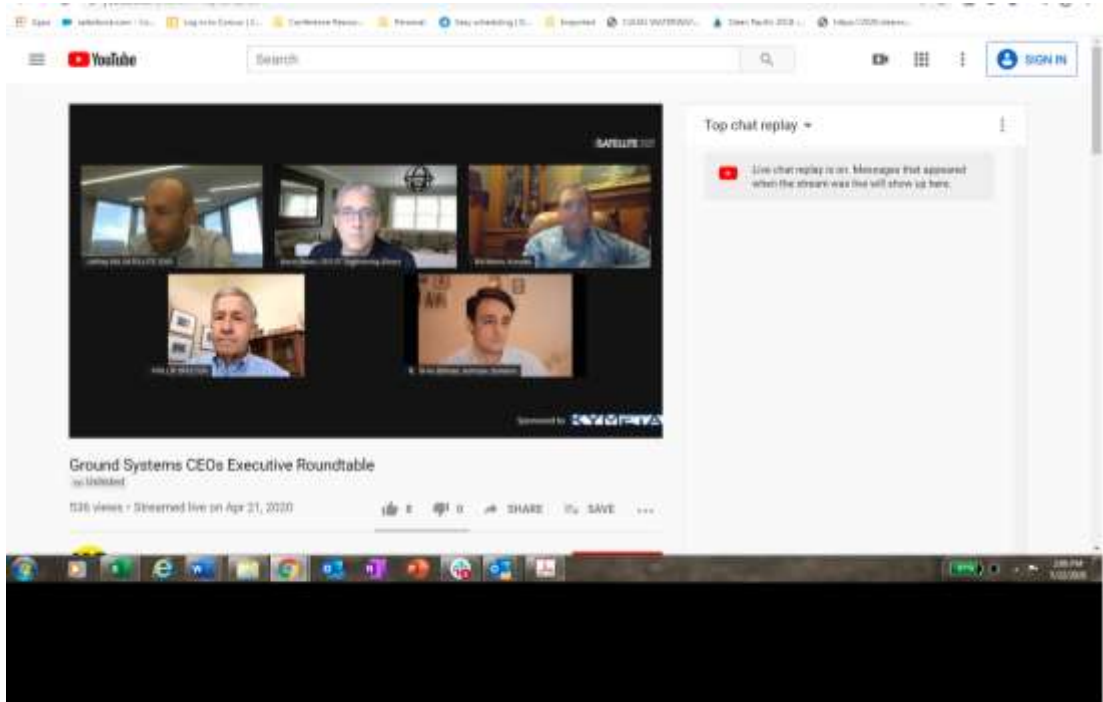
Lifesize Panel Screenshot – Up to 12 people on screen
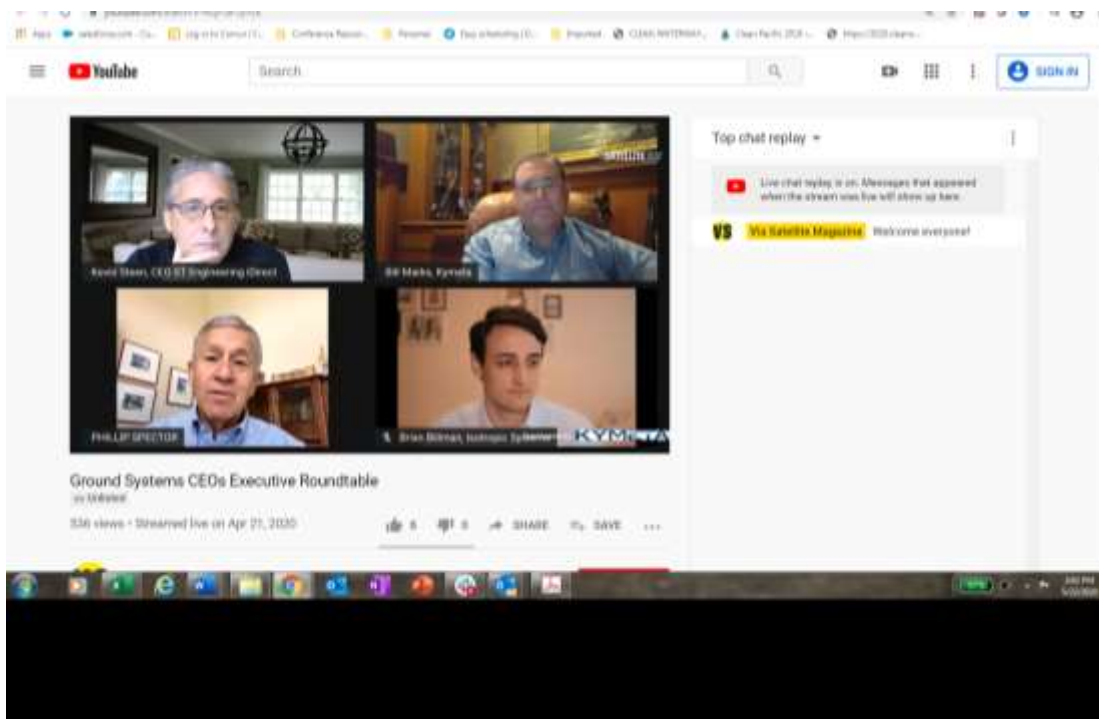

Screen Sharing screenshot in Lifesize
Note that all URLs you have open appear when you screen share. For that reason it is best to only have Lifesize and your PPT open

Streamyard – with the "Host/Producer" in the upper left-hand corner

Streamyard with the "Host/Producer hidden, but still on the recording (in the studio)

Best Practices for your Virtual Presentation

Camera
- Type of camera: If you are using a newer model computer you should be fine. If not the ideal camera is an external one that can be placed on top of your computer monitor or laptop screen.
- Camera placement - Your camera should be at eye level, or just a bit above, directly in front of you. If, like many people, you are using a work laptop, you can achieve this by positioning it on a steady pile of books on the table or desk in front of you. Do not lean into the camera, lean against the backrest of your chair to get a decent distance to the camera. Don't use a camera or angle that looks up at you revealing a full view of your nostrils and a distorted image of your face.
- Do look directly into the camera just as you would look into the eyes of the person you are talking to if you weren't doing so virtually.

Lighting
- The best option is to be in a room that's evenly lit
- Have a source of light in front of you, not behind you as this will give you a soft, pleasing look. So, don't have a window right behind you. You even might want to consider getting a ring light for your desk
- Don't have a "shady face," meaning half your face is shadowed or blocked in some way. This will happen if the source of light is behind you or to one side. Placing a ring LED light in front of you can brighten your appearance on camera, reduce facial shadows, and hide imperfections
- Avoid sitting with your back to the window as the light from behind will drown out your face. Instead, face the window, so you are lit from the front

Audio
- Select "use my computer" for audio on Zoom or the platform you are using. If you have headphones we recommend using them as audio quality usually goes up which will provide the best quality audio experience for your audience.

The "Set"
- Where you set up your call will say a lot about you — some of which you may not want to reveal to others in the "room."
- Keep the background as simple and non-distracting as possible — you don't want meeting attendees to be trying to figure out where that family photo behind you was taken or what's outside your window

Dress Code
- Business casual is recommended. After all this call is part of a business event/ meeting so dress appropriately
- Choose solid colors for your top and accessories. Opt for strong, bold hues that pop on video, such as cobalt blue, red, or navy
- Don't wear patterns, plaids, stripes, or black and white (alone or in combination), so your audience can focus on you, not what you are wearing
- Consider the contrast of your clothing against the background colors when choosing what to wear
- Make sure your accessories don't interact with any headphone/ microphone

Movement and Sound
- Use purposeful movements within the camera range. Sit up straight in a chair—avoid couches and swiveling in your chair
- Choose a quiet area. To further enhance the sound, use ear buds or an ear headset along with your computer microphone
- Mute your phone (or turn it off) as microphones pic up any notification sound, buzz and ping.
- Do keep your energy high, be conversational, and smile. Remember you are not just talking to your screen or yourself. There is an audience on the other side

Technical Recommendations
- Close out all applications/ window tabs that are not being used for your presentation. You don't want anything to eat up bandwidth or inadvertently sharing private information
- Make sure your firewall settings or your VPN don't disable the camera or microphone for the live stream. You might have to turn both of to ensure great connection for the duration of your presentation

Make Sure You . . .
- Look at the camera! It's too easy to be distracted by other things happening on your screen
- Smile and be enthusiastic. It makes your voice more pleasant to listen to and disguises any nervousness. You also appear more friendly and approachable
- Test everything in advance so you appear as the confident and positive expert that you are. Make sure to attend any offered rehearsal
- Prepare what you want to say. Make certain that your main talking points are expressed clearly and concisel