



e4 2015 Express Cafes

CONTENT AND PROGRAMMING

Volunteer Presenter Engagement

Volunteer presenters are often pivotal to successful conference education sessions, so helping them get properly organized, scheduled, and trained is an investment many more event pros are making. Susan Apollonio, Education Programs Director at the American Society of Landscape Architects, hosts this discussion about how to engage volunteer presenters to maximize their success and yours.

Notes:

- Challenges from group: most are volunteer speakers, academic topics can be dry, long sessions 2.5 hours, not engaging attendees, bringing new volunteers up to speed with speaking ability,
- Susan: monthly milestones, speaker webinar with timeline, guest speaker (one of top speakers from prior year--peer). Ted talk points used as a visual reference.
- Shana: webinar on how to put together a good proposal. Use video clips from good speakers, since they require videos as part of submission
- Be brief, be witty, be seated document (Robert)
- Handouts and power point in advance
- Preloaded laptops, no handouts on site
- Advisory group champions sessions through development
- Program committee is amenable to change (Robert)
- Shana: reducing sessions from 75 minutes to 60 minutes.
- Reward those who submit on time with greater exposure.
- Member preference surveys
- Developing webinars of certain sessions
- Preference for panel or multiple speaker sessions. Balance of skill plus gives multiple backgrounds
- Speaker toolkit
- Session after selection with subject matter experts--about a month after selection. Topic feedback from staff experts. "Ask the experts"
- Baldrige criteria
- Speaker dry run. Mock stage set to work from in speaker ready room.

- Experimenting with room set ups. Give them optional set ups on av form. Semi theater in the round.
Ask whether they are willing to experiment.
- Second screen technology--polling etc. FXP
- Ask hotel or facility for diagram to evaluate connectivity
- Mobile apps can also provide polling capability