



# Educational Session Guidelines and Deadlines

**Event Dates:**

March 23-25, 2021

**Location:**

Tampa Convention Center, Tampa FL

**Submit Files to:**

[karin@emailir.com](mailto:karin@emailir.com)

*Dropbox info available for large files*

**Deadlines:**

August 3, 2020

- *Call for Papers Closes*

September 5, 2020

- *Invitations Issued*

November 2, 2020

- *Session Description, Speaker Bio*

January 4, 2021

- *Session Outline/Rough Draft*

March 1, 2021

- *Final Presentation in ppt format*

## Overview

**Global Excavation Safety Conference** is the annual event addressing issues related to preventing damage to buried infrastructure. This is your opportunity to contribute to the excavation safety/damage prevention industry by sharing your knowledge, experience and insight with conference delegates from around the world. In 2019 almost 1,800 people registered to attend the Global Excavation Safety Conference, coming from 45 states, 5 Canadian provinces and 13 countries.

## Audience

**Global Excavation Safety Conference** addresses the interests of all stakeholder groups and all disciplines within these groups.

The education provided targets facility owners and operators, facility maintenance companies, contractors, One Call Center members, engineers, claims, public works departments, risk management operations, purchasing, safety & training, and others that protect the underground infrastructure and impact damage prevention. This event offers 80+ educational sessions designed in tracks to specifically target these industries:

- Electric
- Engineering
- Excavating
- GIS
- Locating
- Oil & Gas
- One Call
- One Call Board
- Public Works
- Telecom/Cable
- Trenchless
- Water/Sewer

## Contact

For additional information, or to submit your abstract for consideration, contact Karin Strub at [Karin@emailir.com](mailto:Karin@emailir.com) or 952.428.7964.



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## Submitting Abstracts

The successful abstract will tell an exceptional story, address a concern specific to one or more stakeholder group, provide distinctive training or education, and/or strongly promote the damage prevention message in a unique way.

When two or more abstracts are submitted on the same topic, the abstract more fully meeting all criteria is likely to be more successful. Abstracts should:

- Define the scope of the presentation
- Provide three take-aways
- Identify the main stakeholder group targeted as well as other stakeholder groups who would benefit
- Contain NO sales-related content
- May not speak to products or services specific to the presenting company.

Abstracts should be emailed to [karin@emailir.com](mailto:karin@emailir.com) by August 3. Notification of acceptance is scheduled to be sent by September 5.

## Speaker Benefits

*Infrastructure Resources, LLC does not compensate speakers monetarily or pay for expenses incurred. Participation is voluntary and speakers are responsible for all costs associated with attending the Global Excavation Safety Conference.*

**Make a difference** by connecting with industry professionals to effect change

Obtain **recognition** within the industry as a subject matter expert

**Network** with colleagues and other industry professionals

Gain **public exposure** for you and your organization

- Pre-Conference brochures containing your name, company and session description are printed and mailed to 30,000+ recipients and emailed to 40,000+ more.
- Your name, company and session description are published in the winter issue of the Damage Prevention Professional, with a circulation of 30,000+ print and 40,000+ digital editions.
- The digital issue of the Damage Prevention Professional contains links to your expanded biography which can include websites, past articles, white papers, etc.
- The Onsite Event Program containing your name, company and session description are distributed to all event attendees.
- Your session description and biography are available to all show attendees on the event app.
- Your expanded professional biography is posted on the Global Excavation Safety Conference website and remains accessible all year.

A **Registration Credit** of \$125 towards expo or conference registration is provided to all speakers.



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## Speaker Evaluations

Conference attendees are asked to evaluate sessions they participate in. Surveys are the single most important data-collection tool used to determine future content at the Global Excavation Safety Conference and the presenters who will be invited back to present again.

Speakers are expected to actively encourage completion of surveys by including the survey slide in their presentation, verbally requesting attendees complete the survey, and allowing a few minutes at the end of the session for participants to complete the survey. Sessions are rated on the following criteria:

- Content accurate, insightful and on-point
- Content followed session description
- Speaker(s) knowledgeable on topic
- Speaker(s) well-prepared and easy to understand
- Length of session sufficient
- Session was educational and beneficial
- Chances that session will help me implement change at my company

**Complaints of session content being marketing or sales focused may exclude presenter from future speaking opportunities.**

## Session Guidelines

- Presentation **MAY NOT CONTAIN** sales or marketing-oriented content.
- Presentation **MAY NOT CONTAIN** solicitation of business, sponsorship, or other revenue generating content.
- Presentation **MAY NOT CONTAIN** company logos throughout the presentation.
- An LCD projector, laptop, speakers, podium and microphone are provided. Sessions can be formatted in Instructor Led, Panel Discussion or Open Forum style.
- Standard session length is 50 minutes. Optimally the presentation should utilize 35-40 minutes, allowing 10-15 minutes for Q&A and completion of surveys.
- Panel session length is 70 minutes. Panel sessions are limited to specific timeslots.
- No one without proper credentials will be allowed to enter the session room. ALL Speakers, panelists, and assistants must register for the Global Excavation Safety Conference prior to the conference *in addition to* completing the online Presenter bio. Speakers planning to attend additional sessions must register for the full conference package.
- Infrastructure Resources provides a presentation template for use; when an alternative template is employed, all elements from the IR template must be incorporated.
- Company logos are only appropriate on the biography and conclusion pages.
- Session titles and descriptions not supplied by **November 2, 2020** may result in the session being omitted from the Pre-Conference brochure which may adversely affect attendance.
- A digital copy of the presentation must be provided to Infrastructure Resources no later than **March 1, 2021**. Handouts for attendees will be built from this digital submission. Changes to the presentation after this date may not be reflected on the handouts. Failure to meet this deadline may exclude presenter from further presentation opportunities.
- A webinar will be conducted in **January 2021** covering requirements and expectations for speakers at the Global Excavation Safety Conference. All presenters are welcome to attend; at least one representative from each presentation is expected to participate.

***CONTINUE READING FOR TIPS ON HOW TO MAKE YOUR PRESENTATION BETTER!***



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## ***Speaker Tips***

- Arrive at least 10 minutes early and ensure equipment is working and you are comfortable using it.
- Turn off your cell phone or other distracting electronics prior to your presentation beginning.
- Dress professionally.
- Start promptly. The audience will quickly sit down and pay attention once you begin.
- Get to the point quickly. Don't use a lot of valuable time "getting to know you" or socializing.
- Being nervous is natural! Don't worry! People are there to hear the message, not to critique the speaker. You WILL forget a point or stumble over a word. Everyone does. Apologizing only draws attention to it. Just correct it and move on.
- Body language is important. Standing and using appropriate hand gestures or facial expression is more likely to engage your audience.
- Outline what you will cover when you start and recap your points again when you finish to create a smooth, logical introduction and conclusion.
- Practice! Practice! Practice! The more you practice your presentation the more polished you will sound. Practicing helps identify information that does not flow naturally or does not follow a logical pattern. It will also help ensure that your AV is properly synced to your oral presentation.
- Time yourself. Make sure you can cover all of the important points in the allotted time. A 45-minute session typically has 30-35 minutes of actual talk time.
- Add or remove content as necessary. Your presentation will likely take longer than your practice time, so know what can be cut (and what can be added if you are ahead of schedule).
- Add humor when appropriate and possible. An interesting speech will make time fly, but a boring speech is always too long.
- Know your subject matter and speak with conviction. Speak loudly and clearly. It's OK to look at your notes, but don't read them out loud. Instead of memorizing text, which can sound boring and stilted, work from a list of bulleting notes and allow yourself the freedom to speak naturally.
- Maintain eye contact. Use the 3-second method - look straight into the eyes of a person in the audience for 3 seconds at a time. Have direct eye contact with multiple people. Eye contact makes your audience feel involved. Never turn your back to your audience.
- Pay attention to the response of your audience and adjust your presentation as necessary. Communication is key to a successful presentation. Listen to questions and respond to reactions.
- Don't be side-tracked. If you find yourself being led in an unexpected direction by comments or questions, offer to continue the discussion after the session and gently but firmly return to your session outline.
- Speak slowly and pause frequently. Repeat critical points. Allow the audience time to reflect and absorb what you are telling them. Know when to STOP talking.
- End with a positive impression. Keep closing remarks short, thank the audience and stop.



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## *A/V Tips*

- Use one of the approved Global Excavation Safety Conference templates.
  - The first page of your presentation must be the A/V sponsor logo. This page is to be projected on the screen while attendees are entering the session room.
  - The second page is the title page and should include the presentation title. Company logos may be used on this page but MAY NOT be used throughout the body of the presentation.
  - The third page of your presentation should be the biography page. All speakers and the companies they represent should be represented. Multiple pages may be utilized. Company logos may appear on this page.
  - The third final page of your presentation should be a Thank You, Question or Conclusion page. Presenter contact information may be displayed. Company logos may be utilized on this page.
  - The second final page should be a “See You Next Year” slide with the 2022 Global Excavation Safety Conference dates and location
  - The final page should be a formal request to attendees to complete the session survey.
- Consistency is key to a professional looking presentation. Maintain consistent font size, color and style throughout the presentation. Avoid flashy or difficult to read fonts.
- Only capitalize words when necessary for emphasis – it is difficult to read capitalization and should never be used for the entire content.
- Avoid web images or low-resolution clip art which will pixilate when projected on a large screen.
- Excessive use of animation can be distracting. Use animation and slide transitions sparingly. Your audience should concentrate on your content, not your AV.
- Excessive use of multiple or gaudy colors can be distracting and reduce the professionalism of a presentation. These color combinations should be avoided: red/green, yellow/purple, blue/orange.
- While some sound or video clips will enhance your presentation and should be included if on-point, minimize the use of sound clips as the attendees are there to hear you.
- Covering a single point on each page keeps your audience focused.
- Write in point form, not complete sentences. Remember the 4-7-7 rule: 4 bullet points per slide - 7 words per line - 7 lines per page.
- Numbers presented in numerical rather than text form (9 instead of nine) are more impactful. Limiting a single number to each bullet point increases audience data understanding.
- Charts and graphs are more visually appealing and easier to comprehend than tables or text. Trends are easier to visualize in graph form. Charts and graphs should always be titled.
- Visual images should change every 30-60 seconds – either by adding a bullet point or moving to a new slide. Avoid animated clip art with repetitive action that will draw attention away from you.
- Proof your presentation! Nothing will discredit your validity as an authoritative speaker as quickly as spelling or grammar errors. Have someone else review it prior to use.
- End with a slide that calls for questions. This invites your audience to participate and avoids ending a presentation too abruptly.