Educational Session Guidelines and Deadlines

Event Dates:	Deadlines:
April 6-8, 2021	December 15, 2020
	• *Final Request for Call for Papers*
Location:	February 1, 2021
Online, Worldwide	• *Invitations Issued*
	February 15, 2021
Submit Files to:	• *Session times determined*
No need to submit your files. You can present from your desktop	December - February
	• *Recording sessions for all sessions*

Overview

Since 2004, the Excavation Safety Conference has been providing critical education to the damage prevention industry to help all stakeholder groups; providing opportunities to network with industry peers, learn safe practices, and lower costs associated with underground damages. The *Global Excavation Safety Conference VIRTUAL* means many more stakeholders suddenly have access to the education and networking opportunities that were previously only available to those who had the time and budget to travel. *Global ESC VIRTUAL* offers a diverse selection of education and welcomes you to a new experience that benefits your career and your business.

The education offered at **Global ESC VIRTUAL** is presented by professional speakers and industry experts who volunteer their time and experience to increase industry knowledge on damage prevention, excavation safety, and public awareness. 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.

Audience

Global ESC VIRTUAL 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 Centers and their members, engineers, claims, public works departments, risk management operations, purchasing, safety and training, and others that protect the underground infrastructure and impact damage prevention. This event offers 50+ 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, contact Karin Strub at Karin@emailir.com.

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 submitted by December 15, 2020. Notification of acceptance is scheduled to be sent by February 1. Sessions times will be assigned by February 15.

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.

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

- The *Global ESC VIRTUAL* educational sessions are promoted in both print and digital to an audience of 50,000+. Sessions will include the speaker's name, company, session title, and session description.

- The digital Spring issue of dp-PRO contains links to your expanded biography which can include websites, past articles, white papers, etc.

- Your session description and biography may be made available via the Excavation Safety Alliance membership platform.

- Your expanded professional biography is posted on the *Global ESC VIRTUAL* website and remains accessible all year.

Session Types:

The Global ESC VIRTUAL offers two types of sessions:

- Scheduled Sessions – These sessions are pre-recorded, but are scheduled into the 3-day event agenda and include live Q&A. Along with sitting for a recording sessions, the speaker(s) log in during their session time to answer questions.
- On-demand Sessions – These sessions are pre-recorded and available to attendees 24/7 throughout the conference. This session type is perfect for sessions that have international appeal.

Determinations as to which sessions will be scheduled or on-demand will be made in February based on the overall makeup of the sessions with any effort at ensuring diversity of topics. All sessions will be marketed equally.

Speakers have the opportunity to host a breakfast or lunch networking room and moderate a conversation focused on the topic they are speaking on.

Speaker Evaluations

Conference delegates are asked to evaluate sessions where they participate. Surveys are the single most important data-collection tool used to determine future content at the *Global ESC VIRTUAL* 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.
- Standard session length is 45 minutes. On-demand sessions may exceed this time limit.
- Speakers, panelists, and assistants will be able to access scheduled sessions through a special speaker link. To participate in other education or activities, speakers, panelists, and assistants must register for the *Global ESC VIRTUAL* prior to the conference
- 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.

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

Recording Tips

- Ensure your microphone, webcam, internet, and other equipment is working, and you are comfortable using them.
- Present from a space with a simple, uncluttered background with minimal distraction; or use a green screen. Close any doors behind you.
- Position the webcam to be directly in your line of site – on level with your eyes.
- Ensure your recording space is well lit with the light source behind the webcam. If possible, position your computer so you are facing a window.
- Silence your phone and turn off desktop notifications.
- Minimize the potential for distraction from children, pets, or household equipment like fans or washing machines.
- Select a recording time that is not likely to be disturbed by package delivery, waste management or other services.
- Speaker dress code is business casual. Blue and other cool color tones enhance your on-camera presence. Avoid small patterns and high-contract colors (black/white) as they interfere with the performance of the camera. Busy patterns can be distracting. Jewelry can reflect lighting and create a glare.
- Have your presentation or notes on the monitor with your webcam to prevent shifting your eyes side to side.

Speaker Tips

- 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.
- Body language is important. It is ok to use appropriate hand gestures or facial expressions in a virtual format.
- Stand! When you stand, you can utilize the full range of your deep breathing, therefore increasing your vocal power. You will be able to project your voice louder and deeper and have a strong vocal variance when you stand. Standing also helps you naturally convey a more powerful posture if your chest is up and your back is straight.
- 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 the more polished you will sound. Practicing helps identify information that does not flow naturally or does not follow a logical pattern.
- Time yourself. Make sure you can cover all the important points in the allotted time. A 45-minute session typically has 30-35 minutes of actual talk time.
- 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. Instead of memorizing text, which can sound boring and stilted, work from a list of bulleting notes and allow yourself to speak naturally.
- Speak slowly and pause frequently. Repeat critical points. Allow the audience time to reflect and absorb what you are telling them.
- End with a positive impression. Keep closing remarks short, thank the audience and stop.

Presentation Tips

- Use the approved *Global ESC VIRTUAL* template.
- 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.
- Excessive use of animation can be distracting. Use animation, gifs, and slide transitions sparingly. Your audience should concentrate on your content, not your animation.
- 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. To prevent any technology issues, videos should be embedded in your presentation, not linked.
- 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.
- 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.