

# Educational Session Guidelines and Deadlines



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**Event Dates:**

Tuesdays, October 5-26, 2021

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**Location:**

Online, Worldwide

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**Submit Files to:**

No need, you can present from your desktop.

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**Deadlines:**

May 15, 2021

- *Call for Papers close*

June 15, 2021

- *Invitations Issued*

July 15, 2021

- *Session times determined*

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For additional information, contact Karin Strub at [Karin@emailir.com](mailto:Karin@emailir.com).

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## 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. **Utility Coordination Seminar Series** opens the door for those concerned with utility coordination councils around the world to have affordable access to education and networking opportunities. **Utility Coordination Seminar Series** welcomes you to a new experience that benefits your career and your business.

The education offered at **Utility Coordination Seminar Series** 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 by sharing your knowledge, experience, and insight with seminar delegates from around the world.

## Audience

**Utility Coordination Seminar Series** addresses the interests of all stakeholder groups and all disciplines within the damage prevention industry.

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.

## Session Type

**Utility Coordination Seminar Series** sessions are 45-minutes and scheduled into the 4-day event agenda, including live Q&A. It is recommended to allow 5-10 minutes at the end of the session for questions.

Panel Discussions are 90-minute live discussions with a panel of industry leaders speaking on a specific topic. Q&A for these discussions are also live.

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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
- Contain NO sales-related content
- May not speak to products or services specific to the presenting company.

## **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 ***Utility Coordination Seminar Series*** educational sessions are promoted to an audience of 50,000+.
- The digital Summer issue of dp-PRO contains links to your expanded biography which can include websites, past articles, white papers, etc.
- Your session may be made available via the Excavation Safety Alliance membership platform.
- Your expanded professional biography is posted on the ***Utility Coordination Seminar Series*** website and remains accessible all year.

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## Speaker Evaluations

Seminar delegates are asked to evaluate sessions where they participate. Surveys are the single most important data-collection tool used to determine future content at IR industry events and the presenters invited to present again.

Speakers are expected to actively encourage completion of surveys by verbally requesting attendees 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 marketing- or sales-focused content 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.
- Speakers, panelists, and assistants will be able to access scheduled sessions through a special speaker link. To participate in other Seminar Series education days, pre-registration for the **Utility Coordination Seminar Series** is required.
- 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!***

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## Presentation Tips

- Use the approved **Utility Coordination Seminar Series** template.
- Consistency is key to a professional 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.
- Change the visual every 30-60 seconds 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.

## Virtual Presentations

- 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 directly in your line of site – on level with your eyes.
- Ensure your presentation 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.
- Speaker dress code is business casual. Blue and other cool color tones enhance your on-camera presence. Avoid small patterns and high-contrast 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.

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- Have your presentation or notes on the monitor with your webcam to prevent shifting your eyes side to side.

- You can choose to have your session displayed as presentation only, or with your image as well. We encourage having your image displayed as attendees appreciate seeing the speaker on screen.

## ***Speaker Tips***

- Being nervous is natural! People are there to hear the message, not to critique the speaker. You WILL forget a point or stumble over a word. Don't worry! 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.