Speaker Guidelines

For ALA Conference Presenters

Foreword

The Association of Legal Administrators (ALA) is pleased to welcome you as a presenter at an ALA educational conference or workshop. ALA takes its role seriously in providing ongoing professional development opportunities for its members and other stakeholders in the legal industry.

As continuing education program sponsors, ALA and you as a presenter are responsible for providing substantive content tailored to our attendees' needs that meets various accreditation requirements. We strive to keep our audiences engaged and enlightened by providing speakers who understand the nuances of effective public speaking.

We hope these presentation guidelines help you plan relevant information for legal management professionals. Together, we can ensure the content provides meaningful, positive outcomes for our members.

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Introduction

How to Use the Guide to Give a Presentation at an Association of Legal Administrators' Event

ALA is pleased to welcome you as a presenter at one of our conferences or events! You are an integral part of the Association's ability to provide ongoing professional development opportunities for its 8,000+ members. As a continuing education program sponsor, ALA must provide substantive information aligned with both accreditation requirements and the needs of our membership. As a presenter, we ask you to work in partnership with us to fulfill those commitments.

To meet those goals, this presentation guide is written to assist all our presenters with:

- Providing a high-quality education program relevant to legal management professionals.
- Adhering to our accreditation standards for continuing education credit.
- Presenting material using principles of effective public speaking.
- Structuring information in ways that we know to be associated with positive learning outcomes.

Speaker Resources

Please refer to this guide as well as the additional speaker resources ALA provides. These resources include FAQs, our PowerPoint templates, How to Present to an Adult Audience and 101 Inside Tips for More Successful Presentations.

ALA Presentation Standards

Aligning Your Presentation with Association and Accreditation Expectations

ALA is committed to upholding the value and integrity of the educational opportunities we provide to the legal management communities. This is vital to our mission:

> ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

To meet our mission, our education adheres to specific ethical standards that you are expected to follow as a presenter.

Presentation Policies

In addition to providing competency-based content, ALA expects all presenters to adhere to specific ALA policies regarding diversity and sales or promotions.

Diversity and Ethical Obligations as an ALA Presenter

All presenters are expected to support ALA's Diversity, Equity, Inclusion and Accessibility Statement. They should be sensitive to diversity within ALA and the legal community regarding gender, race, religion, age, ancestry, sexual orientation, national origin and issues of ableism.

Please use inclusive language that demonstrates respect for all people and cultures and be sensitive to your audience in your choice of language and use of anecdotes. Avoid sexist language and gender-

biased comments such as assuming all legal secretaries are female and all lawyers are male. Also, no "lawyer bashing." We strive to meet the professional needs of the legal management team, a team that is increasingly likely to include attorneys. Always keep in mind that yesterday's joke may be today's blunder.

Performance Standards:

A. Abide by the deliverable dates outlined within the speaker agreement.

B. Reply promptly to all communications from ALA.

C. Do not denigrate ALA, its programs or representatives in any manner.

D. Do not defame, slander or libel any person, firm or corporation, nor disparage any organization, product or service.

E. Present sessions per the ALA Standards of Professionalism and these Speaker Guidelines.

F. Agree and state that all materials and content presented by you, the speaker:
   a. Are accurate.
   b. Are original, that you obtained necessary permission for use of the materials and content.
   c. Do not promote or endorse any product, service or device.

G. Do not sell or promote any product or service at any time during the session presentation(s).

H. Do not give a book or other materials away unless everyone attending Speaker's session(s) will receive it.

Speakers who violate these rules will be excluded from speaking at future ALA-sponsored events.

Adhering to Accreditation Standards as an ALA Presenter

ALA is committed to adhering to standards for delivering the highest quality continuing professional education. Most education sessions are accredited for continuing education credits:

- ALA is the credentialing body of the Certified Legal Manager (CLM)® Program and provides many educational opportunities for those pursuing application credits prior to taking the exam. All of ALA's live programs are eligible for recertification credit in maintaining their CLM designation.

- ALA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

- ALA is in the process of becoming an approved continuing legal education provider (MCLE) in California, and the conference or individual sessions may be approved for CLE credit in individual states.

- ALA is an Approved Provider of recertification hours from SHRM and HRCI. Many (though not all) of our presentation sessions qualify for these continuing education credits.

To meet the standards of these accrediting bodies, it is imperative that your presentation materials are comprehensive and substantive in support of your presentation.

The ALA Audience

Tailoring Your Presentation to Meet the Needs of ALA Audience Members

ALA positions itself as the provider of cutting-edge services to the legal community, solving the most critical strategic and operational challenges facing legal management professionals today while preparing them for future opportunities. To do that, we partner with experienced legal management professionals and other industry subject matter experts to provide practical knowledge that helps our members do their jobs better. In other words, you are a key component of our ability to deliver on a promise to legal administrators and the legal community!

But doing that effectively requires understanding the audience and their needs. So, who are legal management professionals? What do they want from an educational session? And why? In this section, we look at the demographic profile of this expansive audience.

What Do They Want?

Conference attendees want practical knowledge presented in an interactive, memorable way — give them ways to become more effective professionals. Provide information that can be applied or tools that can be used to improve understanding or efficiency. Job aides (checklists and toolkits) are always popular. Remember: Theory is useful only when session participants are shown *how* to use it.

How Do They Learn?

Learning is not a passive activity. Give yourself a break — let other people do some of the talking. Attendees learn best when they are doing, not when they are listening. Invite participation with questions, exercises and other activities.

Understanding the Legal Management Professional Role

Your presentation should reflect an understanding of the legal environment and should be tailored to meet the needs of the experienced legal management professional. Our target audience wears many hats, but you can think of them as those who run the business side of a legal organization. Ninety percent of your audience will be administrators of law firms, while 5% will be legal managers of a corporate or government law department. **Most of our members are not lawyers.**

These professionals report to the managing partner, shareholder, general counsel or a management executive committee and frequently participates in management meetings. If you are not familiar with the work of legal management professionals, we suggest you spend some time on ALA's website at *alanet.org* to learn more.

Core Competencies in Legal Administration

Change within in legal is constant, so our audiences look for professional development opportunities in five core disciplines: As each of these disciplines is characterized by change, legal management professionals look for opportunities to engage in continual professional development. These disciplines or practice areas include:

- **Communications and Organizational Management**, which includes oral communications (e.g., presentations to staff and lawyers, client contacts), written communication skills (e.g., writing memos, policy manuals, job descriptions), leadership styles, team development, organizational development techniques, interpersonal relations skills, negotiation skills, time, change, conflict and stress management strategies.

- **Financial Management**, including knowledge of planning, forecasting, budgeting, variance analysis, profitability analysis, financial reporting, general ledger accounting, time and billing systems, alternative billing methods, billing and collections, cash flow control, banking relationships, investment, tax planning, tax reporting, trust accounting, payroll, pension plans and other financial management functions.

- **Human Resources Management** covers procedures and tools for recruiting, selecting and retaining employees, U.S. federal employment laws, performance management systems, personnel training methods, employee motivational techniques, U.S. employee benefit laws, compensation, employee benefits and reward systems.

- **Legal Industry/Business Management**, which includes knowledge of *ABA Model Rules of Professional Ethics* as they pertain to law firm management (e.g., conflict of interest, advertising, client file management), business insurance, professional liability issues, changes/trends in the legal industry, planning techniques (e.g., strategic, disaster and business planning), procurement and contract management procedures, client service strategies, marketing techniques, records management and retention requirements, and survey research.

- **Operations Management** such as knowledge of the features and capabilities of computer and network hardware and software systems, including general purpose packages, internet, web-based technology, and security and confidentiality; facilities management procedures and techniques; lease/contract agreements; project management; space assessment; design and development strategies; electronic privacy issues; features and capabilities of practice support systems.

When planning events, we distinguish the level of knowledge attendees need for sessions. Since many attendees at our educational events have 10+ years' experience in the field, you can assume a healthy understanding of the profession. In most cases, you can gear your presentation to an intermediate or advanced level.

Conference or Event Demographics

Demographic analysis of our audience reveals slight differences across our conferences, so check out the statistics listed below in Table 1. This helps ensure your presentation matches the event.

Table 1: Audience Demographics by Conference Type*

Conference Type	Experience Level	Firm Size	Education	Continuing Education	Conference Attendance
Annual Conference & Expo	58% have been legal management professionals for over 11 years; 24% of attendees have been principal administrators or branch managers of a law firm or corporate law department for 6 or more years	46% work in law offices with 30 or fewer attorneys; 53% work in offices with 31-74 attorneys	59% have a college degree; 21% of those have a graduate or professional degree	8% are CPAs or lawyers attending to earn continuing education credit	Approx. 75% attend a conference annually or semiannually; approx. 24% will be first-time attendees
Intellectual Property Retreat	66% of attendees have been principal administrators or branch managers for more than six years; 24% have been legal management professionals for over 11 years	28% work in law offices with 30 or fewer attorneys; 25% work in offices with 31-74 attorneys	40% have a college degree; 11% of those have a graduate or professional degree	3% are CPAs or lawyers attending to earn continuing education credit	Approx. 82% attend a conference annually or semi-annually; approx. 39% will be first time attendees

*Aggregate data is from past ALA conference registrations.

Unless otherwise instructed by an ALA staff member, these variables indicate that you need to **gear your presentation toward an intermediate to advanced-level audience** as our typical attendees are well-educated and have several years of professional experience.

The Presentation Context

Working Within the Context of an ALA Conference or Event

Along with audience variables, there are also contextual variables that can impact your decisions regarding your presentation content and your delivery. While some variables are common to any presentation (i.e., presentation setting, audiovisual equipment and audience size), others are specific to ALA, including the published description of your session and ALA session management processes.

Standard Presentation Settings

Most ALA presentations are scheduled in a hotel or convention center. While rooms are typically set with a lectern, screen and presentation table in the front of the room, other presentation accommodations can often be arranged. Audience members are likely to be seated in either standard classroom format or crescent rounds. However, if your presentation is more informal or attendees are working in groups, let us know. We will attempt to accommodate you as best we can.

Audiovisual Equipment

ALA will provide a projector, screen, laptop (on which your presentation will be preloaded), podium and podium microphone, and a wireless microphone.

Audience Size

Although sessions may range in size from 25 to over 500, the actual size will vary depending on the event or type of presentation. We design specific sessions for our conferences based on audience approximations. See Table 2.

Table 2: Audience Approximations by Conference and Presentation Type*

Conference Type	Keynote or General Session	Concurrent Sessions	Workshops
Annual Conference & Expo	Audience may range from 1,000-1,500 participants.	Audience may range from 25 to more than 500, but sessions are designed for approximately 75-150 participants.	Workshops are likely to require advance registration and audience size will be limited as specified in the published materials.
Intellectual Property Conference for Legal Management Professionals	Audience may range from 50 to 70 participants	Not applicable	Not applicable

*Aggregate data is from past ALA conference registrations.

Session Description

Please take time to carefully review the published session description(s) for your session(s). These can be found in the online conference materials for your event. It contains specific information about your presentation and serves as the foundation for your course preparation. You can find information regarding conferences and workshops on the events page of *alanet.org*.

You will be evaluated by attendees on how closely your description matches your presentation. Past evaluations indicate that "truth in advertising" is *very* important! **Presentations that do not match conference session descriptions, learning objectives and the audience statement are typically not well received.** The same is true for presenters selling products or services from the podium.

Session Management

At the start of your presentation, the manager will introduce you to the audience using the biographical data you provided for the conference materials. If you request, this individual can be available to channel questions to you or help you with any unique requirements. The session manager prompts you — as needed — to repeat a question and to signal you when you are nearing the close of your session.

Please be considerate of the sessions and events that come before and after you. Start and end your session on time!

Presentation Tips

All presentations require substantive content and effective delivery styles. There are, however, different guidelines for different audiences, different contexts, different presentation goals and different speech types. These tips can help make sure your presentation is well received. How do you know what to do and when? What are the consequences of failing to align your presentation in a fashion that optimizes the situation and mitigates the constraints of that situation? Consider the differences between the outcomes listed in Table 3.

Table 3: Good and Bad Presentation Outcomes

Don't Let This Happen to You	*Instead*
"Need to relate better to law firms…"	**"…knows her subject and law firms."**
"This course was unbelievably basic!"	**"Excellent info… appropriate to the level of a seasoned administrator."**
"Extremely disorganized"	**"Great materials to take back to the office. Lots of detail, very practical."**
"More in-depth examples...more examples would make the session more interesting and hands on."	**"Very hands on."**
"Presentation did not match description."	**"Well researched and prepared."**
"…turned the session into a sales pitch! Very bad!"	**"Presentation was excellent and on point."**
"More interaction with group... More group input/comparatives."	**"Was exactly as expected."**
"Speaker was knowledgeable but not an interesting speaker."	**"Excellent presenter in all respects—thorough, articulate, focused, good tools." "I like the group interaction."**
"I didn't learn anything new…"	**"High energy – good presenter!"**

"Rather than just display the stats, provide a synthesized message of the findings."

"Don't read to us – I can do that – add value."

"I walked out of the session with new ideas and clear procedures..."

"I liked the way the speaker's comments didn't just repeat what was on the presentation but elaborated and explained differently."

But how exactly do you get from Column 1 to Column 2 outcomes? Typically, presenters who have received our higher ratings have aligned their presentation with standard content, course level and presentation style guidelines appropriate for the ALA audience.

Standard Content Guidelines

Participants consistently tell us they want topics that are current and ideas that they — **as seasoned administrators** — can use to resolve issues. Additionally, participants want your content to provide new tools or solutions to existing problems or to prepare them for an emerging trend. As working legal management professionals, our participants are aware of existing problems; they may not, however, have been exposed to the latest methods available for addressing those problems.

Content Level

When developing your presentation, please design your course content to meet the requirements published in promotional or event materials. To meet accreditation standards, ALA publishes the level of instruction or content the session is designed to meet.

Essential or basic courses deal with fundamental principles, basic working skills or the "ABCs" of a subject and are intended for participants with little experience and knowledge in the subject area. No advanced preparation on the part of attendees is necessary for successful participation in these sessions. While ALA does offer sessions for a beginner level, **most ALA sessions are intended for an intermediate to advanced level.**

Intermediate and advanced sessions are intended for audience members with multiple years of experience, and/or certification or a degree. Audience participants are expected to have a working knowledge of the concepts, skills and/or procedures associated with the topic or competency being addressed. To check the expected level of your content, recall the conversation you initially had with the committee or staff member who asked you to present at the conference. When you are ready to present, simply examine the promotional materials. You should find written documentation like this:

> **Audience: Advanced**
> Attendees should have at least 10 years of experience with organizational culture.

You'll notice an audience statement that outlines the type of skills, knowledge and/or ability all attendees should have prior to participating in the session. The audience levels used by ALA are as follows: E = Essentials, I = Intermediate, and A = Advanced. Use these codes, if applicable, and audience statements to tailor your content to the appropriate audience level and to audience expectations. **Keep in mind that the *most common criticism* on participant evaluations is that the course or session was "too basic."**

Standard Presentation Guidelines

Standard speaking principles indicate that presenters should engage and stimulate their audience to act in a way that improves processes, behaviors or procedures. Or, your material should also help them think differently about a problem. Some basic tips that support these ideas include:

- Adhering to the principles of effective speech delivery such as direct eye contact, the use of variety in tone and pitch, including gestures, avoiding articulated pauses, annunciating clearly, and pronouncing words correctly

- Timing your presentation to leave room for audience participation, while still adhering to the time specifications for your presentation

- Avoiding over-reliance on presentation support materials such as PowerPoint slides.

While these are the general guidelines for effective presentations, the rules of engagement differ depending upon the type of presentation for which you have been contracted.

Common Rules for Solo Presentations

A good speaker adapts to the environment, the purpose, the event and the audience. When presenting as a single speaker, ALA participants tend to expect and value each of the following:

- Provide well-organized and well-delivered content appropriate for the audience and level of pre-existing knowledge indicated in promotional and informational literature.

- Provide a slide presentation with salient points that everyone in the audience can see. Wordy or data-driven slides are too cumbersome for the audience to take in. Use the slide presentation as a platform for learning and delve into detail with your verbal presentation. Again, remember many in the audience will not have a copy of your presentation to follow along.

- Strictly adhere to the time constraints of the event so participants can adequately plan their learning agendas and meet their learning goals — and leave on time.

- Use the platform when available so that all participants — including those situated in the back of the room — can see you as you present your materials.

- Leave adequate time for participants to interact with you in a question-answer or discussion format so they can obtain the types of information they need to transfer knowledge from the classroom back to their office.

Common Rules for Panel Presentations

Planning for and participating in a panel discussion or symposium is fundamentally different in both preparation and presentation than that of preparing and delivering a solo presentation. Follow these guidelines for panel success:

- Write and prepare your content to fit within the prescribed theme and in accordance with the published learning objectives. Remember that both the topic and the learning objectives substantially restrict the boundaries of appropriate presentation content.

Keep in mind that you are expected to present information on a portion of the overall topic or theme — constrain your portion so it doesn't overlap with what another panelist has to offer.

- Although your prepared comments should be restricted to your specific topic, be ready to discuss multiple aspects of the general theme or the implications from the other presenter's thoughts, processes or ideas.

- Anticipate the likely impact of your ideas on the other members of the panel so the discussion can move smoothly and freely among all participants. Be conscious of the fact that a panel presentation can feature disagreement in speaker perspectives. In fact, the varying viewpoints will likely enrich the takeaways for the audience.

To assist panel presenters, ALA will try to host at least one conference call with all panelists to arrive at a plan of action and to divide responsibilities. Although ALA involvement is desirable, it may not always be feasible. In these cases, participants are expected to plan how each member can successfully contribute to achieving the overall goals of the presentation and the learning needs of the audience.

Common Rules for Session Facilitation

Most ALA events or sessions that include an assigned facilitator are learning discussion groups. The primary goal of learning discussions is for members to educate one another and to come to a more complete understanding of an issue or an idea. If you have been asked to serve as a facilitator of a learning discussion such as an idea exchange, roundtable or discussion group, your role is to assist members in communicating effectively with one another and meeting the learning goals of the group.

The typical guidelines for successfully facilitating a learning discussion include:

- Begin the session with a brief introduction that outlines the overarching question at hand. For example, the question could be "What is the value of pursuing the CLM designation?" or "How do you know if your firm has a sufficient business continuity strategy in place?" Gathering a primary question or set of questions regarding the assigned topic will provide both you and discussion participants with a substantive place to start.

- Strategically use questions throughout the discussion to bridge lulls in conversation, for soliciting participation, for seeking clarification, and for moving the floor or discussion away from a point that has been adequately addressed.

- Periodically provide summaries of the discussion, of the key points raised and addressed, and of emergent areas of either contention or consensus.

- Be aware of the group's dynamics and, if necessary, address and neutralize unnecessary contention among group members.

Support Materials

Effectively Using Presentation Materials and Visual Aids to Optimize Learning Outcomes

Presentation Materials

Presentation materials are required. Your presentation materials should be designed to strengthen participants' understanding and maximum benefit of what you have to say. They should always be

prepared with the highest possible standards of accuracy, clarity and relevance to the learner's needs. Keep in mind that ALA learners are likely to review the materials in advance of your session and/or use them as recall materials well after the event is over.

Appropriate presentation materials take many forms and may include:

- An annotated outline
- A copy of your PowerPoint or presentation slides
- Journal articles
- Checklists and/or worksheets
- Procedural guides
- A list of online resources
- Templates

Regardless of form, **the material should be directly related to the course or session content.** Session evaluations from previous events indicate that attendees prefer presentation materials to "match" or follow your organizational format and — if used — your visual aids.

If you are including article reprints, all articles should be current (published within the previous two or three years) and must include reprint permission. Additional articles can be listed in a bibliography. Please provide a clean reprint or copy of each article.

NOTE: We ask that you use an ALA PowerPoint template if you plan on using a slideshow in your presentation. These templates — along with more presentation aids — can be found in the ALA Speaker Resources at *alanet.org/education/speaker-resources*.

Presentation Materials Tips and Requirements

Presentation materials play a critical role and are required by accrediting bodies. Therefore, you may be asked to revise presentation materials so that they comply with accreditation requirements and ALA standards.

A good, general guideline is one page of substantive material for every 10 minutes of your presentation. Another tip? Don't request business cards from attendees; they've complained about this in the past and do not like to be sold to. Instead, list your contact information on the final slide of your presentation so that an attendee may contact you if a need arises.

In multispeaker presentations, one speaker should coordinate the preparation of a single set of presentation materials for the session.

Copyright Information

Published web materials, forms and articles are usually protected by copyright. You must secure the publisher's permission to have these materials posted for your session. **Articles without written permission attached will NOT be posted**. All web, magazine or newspaper articles must display reprint permission, title of publication, author, date published, and publisher's address and phone number. Please attach written documentation of the reprint permission.

Writing and Formatting Specifications

Well-written materials are very important in the legal profession. Because of their wide availability to all ALA members, you will want yours to reflect favorably on you and your organization. Your materials should be thorough, readable and of the highest quality.

These are the required specs:

Font Size
At least a 12-point font for Word documents and 18-point for PowerPoint

Cover Page
ALA will prepare the cover page, which will include the following information:

1. Course or session name consistent with the session title printed in the program materials
2. Name of speaker(s)
3. Name of conference or event
4. City and State and/or Province of conference site
5. Conference related branding

Handouts

ALA does not provide printed copies of presentation handouts on-site unless they are to be used for an in-class exercise. Your presentation materials will be available exclusively on the ALA website and/or in the mobile app. Some attendees will print them out and bring a paper copy to your session, some will view digital versions on their computer or mobile device, and some will not have any personal copy. Therefore, please refrain from directing your audience to a particular slide or page of your presentation handout or referring to your "printed handouts" during your session.

The exception to this is a worksheet(s) or exercise that the attendee must complete during the session. Those will be duplicated and available in the session room so long as you submit them by the given deadline. Otherwise, you'll need copy and ship the handouts at your own expense.

All effective presentation content requires adequate supporting evidence, presentation materials, application exercises and visual aids. As continuing education program sponsors and in accordance with accreditation requirements, ALA is required to provide written materials that support each program and/or session offered under our name that will be posted on the ALA website and/or in the mobile app before and after the conference. This section outlines simple common practices for the effective use of presentation materials and visual aids at a standard ALA conference or event.

Presentation Materials Posted Online

As noted, your presentation materials are available exclusively on ALA's website and/or mobile app and will not be distributed in the session rooms. Therefore, **we require that you meet the materials deadline so that your presentation materials are posted in time for the attendees to review them.**

Prepare the slides in your PowerPoint slide show (presentation materials) with clear text that is visible even in the back of the room. Try to avoid slides that have complex graphs or charts that are difficult to distinguish on the screen.

Your presentation materials will be available on the ALA website and/or mobile app after the conference. too. If you find that late breaking news has caused you to rework a slide or two from your

submitted presentation, please send the updated version to ALA headquarters following your session. We want our attendees to have the most current version available

During your session, encourage your attendees to review the presentation materials when they return to their firms and highlight a specific reference or page if warranted. Be sure to include your contact information on the last slide so that attendees can reach you if they have questions or wish to engage you for another event.

Guidelines for Using Visual Aids

Please use visual aids to reinforce — not carry — your presentation. They are intended to **support** your presentation in ways that are visually appealing and that focus on the key points. Visual aids should not be relied upon to tell your whole story. When done well, these visuals can drive home your message while helping the attendees retain the information. Evaluations prove that our audience prefers good visual support.

The No. 1 rule for effectively using visual aids is to remember that visual aids are supporting materials; they cannot "present" content — that is your role.

Top Eight Rules for Creating a PowerPoint Presentation

Marketing consultant and popular association conference speaker Beth Ziesenis provides the following advice for creating effective presentations:

1. Remember that you are the presenter, not PowerPoint. Use your slides to emphasize a point, keep yourself on track, and illustrate a point with a graphic or photo. Don't read the slides.

2. Don't make your audience read the slides either. Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide). The bullet points should be headlines, not news articles. Write in sentence fragments using key words and keep your font size 24 or bigger.

3. Make sure your presentation is easy on the eyes. Stay away from weird colors and busy backgrounds. Use easy-to-read fonts such as Arial and Times New Roman for the bulk of your text, and, if you must use a funky font use it sparingly.

4. Never include anything that makes you announce, "I don't know if everyone can read this, but…." Make sure they can read it before you begin. Print out all your slides on standard paper and drop them to the floor. The slides are probably readable if you can read them while you're standing.

5. Leave out the sound effects and background music, unless it's related to the content being presented. The same goes for animated graphics and imbedded movie files.

6. Sure you *can* make the words boomerang onto the slide, but you don't have to. Stick with simple animations if you use them at all. Remember that some of your audience may have learning disabilities such as dyslexia, and swirling words can be a tough challenge.

7. Proofread, proofread, proofread. You'd hate to discover that you misspelled your company's name during your presentation in front of 40 colleagues, with your boss in the front row.

8. Practice, practice, practice. The more times you go through the presentation, the less you'll

have to rely on the slides for cues and the smoother your presentation will be. PowerPoint software allows you to make notes on each slide, and you can print out the notes versions if you need help with pronunciations or remembering what comes next.

The Evaluation Process

Presentation Metrics and Reporting

ALA engages in assessment of all events we put on. In fact — ALA doesn't take the evaluations lighting. Feedback from session participants provides a foundation for all future educational conferences.

At the end of your session, attendees will be asked to complete an online survey assessing their satisfaction with your presentation. (ALA will compile all evaluative data and email your results directly to you.) Primary variables of concern are the level at which participants perceive their learning goals were addressed and their degree of satisfaction with the delivery of the content.

Past assessments show our attendees value:

- Substantive content
- Useful, practical tips and strategies they can implement immediately
- Professionally paced and delivered presentations

Remember, if you use presentation slides in your session, please provide exact replicas as part of your overall presentation materials package that is posted on the ALA website and/or in the mobile app. Above all, practiced, professional, on time, and engaging delivery styles tend to correlate positively with higher learner evaluations.

Additional Speaker Information

The following sections provide some specific information regarding speaker registration processes, our substitution, cancellation, or speaker addition policies, and our commitment to Americans with Disabilities Act (ADA) compliance.

Speaker Registration

When you arrive at the conference site, a speaker badge will be waiting for you at the ALA registration desk. Please check in at the desk at least 30 minutes prior to your session. You may also feel free to attend any sessions on the day(s) of your presentation. All sessions are open to speakers except for idea exchanges (for ALA members only) and those that require preregistration. Your speaker badge is all you will need for admittance to sessions that are open to speakers.

Substitution, Addition or Cancellation of Speaker

Speakers are engaged based on their ability, expertise and reputation. All substitutions or additions must be approved in advance by ALA staff. In the unfortunate event that you are forced to cancel your engagement, please e-mail *ProfDev@alanet.org* immediately.

License

A. The speaker grants to ALA a nonexclusive, perpetual, irrevocable, worldwide license to capture, live stream, record, use and archive Speaker's presentation and handout materials (collectively "Speaker Property") in any manner ALA deems appropriate including, but not limited to, the reproduction, translation, distribution, creation of derivative works, and display on the internet of all or any excerpt of Speaker Property, with ALA retaining the proceeds derived from such distribution and use of Speaker Property.

B. Speaker also agrees to work directly with the company performing these services for ALA, if any.

C. Speaker understands that the sale of Speaker Property by ALA is primarily for the educational benefit of ALA's membership and not for monetary gain; and therefore, there is no royalty arrangement between Speaker and ALA.

Cancellation

ALA reserves the right to cancel your session and replace you as a speaker if the specified due dates outlined in your speaker agreement for deliverables are missed. ALA reserves the right to cancel any session, change the length or size of any session, or change the place of any session at its discretion at any time. In the event of cancellation, ALA shall not be liable for any expenses, costs or damages incurred by the speaker, except for any expenses incurred and not recoverable. If speaker desires to cancel, speaker agrees to provide thirty (30) days written notice to ALA of cancellation prior to their first scheduled session.

Americans with Disabilities Act

ALA is committed to meeting the requirements of the Americans with Disabilities Act. Please inform ALA staff of your special needs by sending an email to *ProfDev@alanet.org* at least thirty (30) days prior to your first scheduled session.