

# IAITAM ACE Speaker Packet

Gaylord Opryland Resort &  
Convention Center,  
October 19-21, 2021





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**Dear Speaker,**

Congratulations on being chosen to speak at the 2021 IAITAM Annual Conference & Exhibition. This year's conference is being held Oct. 19-21, 2021 in Nashville, TN. Speaking at the IAITAM Conference will benefit both you and the ITAM profession as you share your knowledge with your peers, and gain insights from their questions during your presentation.

You have been chosen as an industry expert to impart knowledge to IT Asset Managers from around the globe who are looking to you for enlightenment on your topic area. Your time and efforts on your presentation are sincerely appreciated by all those attending your session as well as by everyone here at IAITAM. As an added benefit to IAITAM ACE attendees, more workshops and extended session times have been added to the schedule to allow for deeper learning.

While you have been chosen to speak based on your extensive knowledge of the subject matter in question, it is required that you take the time to read through this speaker packet and keep in mind the suggestions for creating and delivering your presentation. IAITAM works hard to ensure the most pleasant and informative experience possible for speakers and attendees alike, so please adhere to the guidelines set forth in this document.

**All final presentations are due by Sept. 15th 2021 for review. Presentations must be educational in nature and void of any sales propaganda. Presentations with a sales orientation will be returned to you for modification. IAITAM expects all presentations to be higher education; basic information will be returned.** As a speaker, you will be evaluated by your audience in several areas such as content, value and preparedness at the conclusion of your presentation. Presentations may be recorded for IAITAM's use only. Speakers will not have access or the ability to use these recordings at any time during or after the conference regardless of whether it is for personal or professional use. **Use of your own equipment or distributing materials in IAITAM Conference Sessions is prohibited.**

Should you have any questions along the way, please do not hesitate to contact your Speaker Coordinator, at +1.330.628.3012, or email, [conference@iaitam.org](mailto:conference@iaitam.org). Thank you again for your participation. We hope you enjoy your presentation experience at the 2021 IAITAM Annual Conference & Exhibition.

**Sincerely,**

**IAITAM**



# SPEAKER DATES & DELIVERABLES



The table below is a guide to the conference required due dates and components.

<p><b>Speaker Proposal Form Submission</b></p> <p>*This should include confirmation of the session title (less than 15 words) and session abstract (120 word max).*</p>	<p><b>UPON SUBMISSION</b></p>
<p><b>Speaker Biography Submitted – REQUIRED</b></p> <p>*Bio (100 word max) should include your title, company, brief description of your current position, and other experience in the ITAM industry and education details. This bio will be printed in the conference program.</p>	<p><b>UPON SUBMISSION</b></p>
<p><b>Speaker Photo Submitted – REQUIRED</b></p> <p>In order to maintain professional continuity - Please provide a professional, hi-res photograph (JPEG/PNG at 300ppi is optimal) for use in your speaker bio and other ACE marketing materials. If a photo matching this description is not provided, IAITAM reserves the right to refuse its use. Speakers who do not provide an appropriate photo will be represented by the IAITAM logo instead.</p>	<p><b>UPON SUBMISSION</b></p>
<p><b>IAITAM Confirmation Notification &amp; Acceptance Form to Speaker – REQUIRED</b></p> <p>Title and overview will be on the confirmation notification as well a waived conference fee. The confirmed speaker will receive the powerpoint template.</p>	<p><b>August 16, 2021</b></p>
<p><b>Speaker Confirmation Response and Acceptance Form Due – REQUIRED</b> *If preliminary review is desire, please submit by this date: <b>July 15, 2021</b></p>	<p><b>August 23, 2021</b></p>
<p><b>Submit One ITAK Article – REQUIRED</b></p> <p>Please submit to <a href="https://iaitam.org/itak-home">https://iaitam.org/itak-home</a></p>	<p><b>August 31, 2021</b></p>
<p><b>Presentation Submitted – REQUIRED</b></p> <p>All presentations are to be submitted on the IAITAM 2021 ACE PowerPoint Template, be educational in nature and void of any type of sales. Use of your own equipment or passing out materials in IAITAM Conference Sessions is prohibited without prior written consent. *No changes of any kind accepted beyond this point.*</p>	<p><b>September 15, 2021</b></p>
<p><b>Hotel and Flight Reservations Completed – REQUIRED</b></p> <p>Please keep in mind when making your travel arrangements that the IAITAM 2021 ACE, the IAITAM block rate is \$229 a night and will be available at Gaylord Opryland Resort &amp; Convention Center, 2800 Opryland Drive Nashville, TN 37214, US. To make reservations, call toll-free +1 615-889-1000. Be sure to mention the IAITAM 2021 Annual Conference when making reservations.</p>	<p><b>August 15, 2021</b></p>
<p><b>CONFERENCE MATERIALS GO TO PRINT</b></p>	<p><b>September 27, 2021</b></p>

**\*In order to maintain an equal representation of our valued speakers\***

Please keep submission word count within the provided guidelines. IAITAM reserves the right to shorten submitted speaker bios, abstracts and titles to fit the provided parameters. Speakers missing deadlines are subject to replacement. Changes in session abstracts will result in a new speaker form submission



# SPEAKER PRESENTATION



## tips & strategies

ACE attendees are counting on you to present critical education. Here are some tips and strategies to enhance your presentation!

	<h3>KNOW YOUR AUDIENCE</h3> <p>ACE attendees are IT Asset Management Professionals facing dynamic challenges</p>		<h3>ASK QUESTIONS</h3> <p>Engage brains // Help listeners draw their own conclusions // Replace statements with questions</p>
	<h3>FOCUS ON ONE</h3> <p>One BIG idea // One dominant emotion // Drill deep, not wide // Focus on quality, not quantity</p>		<h3>BE SPECIFIC &amp; DETAILED</h3> <p>Include specific names, numbers, places // Add clarifying details</p>
	<h3>CONNECT</h3> <p>Attempt to bring attendees into the conversation. Think about engaging questions.</p>		<h3>DRESS UP NUMBERS</h3> <p>Give numbers real meaning // Contextualize large numbers or data sets // What does it mean?</p>
	<h3>TAP INTO EMOTIONS</h3> <p>Make listeners FEEL something (excited, encouraged, inspired, etc.)</p>		<h3>KEEP IT SIMPLE</h3> <p>Less is sometimes more // Use simple words when possible // Summarize every main point</p>
	<h3>MAKE IT SIMPLE</h3> <p>Graphs // Charts // Tables // Make it colorful and interesting to look at</p>		<h3>CREATE BRIDGES</h3> <p>Show HOW to get from what is to what could be // Illustrate connections between individual points</p>
	<h3>MAKE IT MEMORABLE</h3> <p>Share stories, experiences or even short phrases // Take the listeners on a journey</p>		<h3>PRACTICE...A LOT</h3> <p>Focus especially on the intro and outro // Make sure to practice any activities or stories you want to tell</p>

## PRESENTATION GROUNDWORK

The guidelines provided in this document have been derived from attendee and speaker suggestions over the past several years. Please use these guidelines as you create your presentation. It is recommended that you read the entire Speaker Packet prior to the creation of your presentation. Understanding the guidelines in advance will help speed up your creation process and avoid unnecessary work.

Your Name, Title, Company, Biography, Photo, Session Title, Session Abstract and PowerPoint Presentation will all be printed in conference materials on the date noted on the Speaker Deliverables page. If any of your deliverables need to be amended after they have been submitted, contact your Speaker Coordinator for approval; however no changes will be accepted once conference materials go to print. If your items have not been submitted, they will not appear in the conference materials and you risk being replaced on the speaker roster.

**Special Note: All presentations are to be educational in nature and void of any type of sales propaganda. Your company logo may be noted on the title slide, in the designated area on each slide and on the final slide. Presentations must be formatted on the supplied IAITAM ACE 2021 PowerPoint Template. Under no circumstances may the template be altered in any way without express written consent from IAITAM.**

If you have any questions about the guidelines contact your Speaker Coordinator, at +1.330.628.3012, or email, [conference@iaitam.org](mailto:conference@iaitam.org).

## ALL PRESENTATIONS MUST BE SUBMITTED BY Sept. 15, 2021

### Who is Your Audience?

Based on your session content, determine who will attend your session and what level of information they are looking for. In the end, what bits of information do you want your attendees to walk away with and will the presentation meet their needs? Make certain your presentation provides your audience with the correct level of expertise and real-world application.

### What Does Your Session Title Tell Your Audience?

Your title sets the stage for your presentation. An attendee will decide whether or not they want to attend your session based on what your title tells them. Let attendees know why they should attend your session with a concise and to the point statement. A short, succinct, imaginative title will have greater appeal than a long description. Your session title needs to match the one presented within the Conference Schedule on [www.iaitam.org](http://www.iaitam.org).

## What will your attendees gain from your session?

It is imperative that your session abstract coincides with the session title and your presentation. Attendees typically choose sessions of interest based on the session title, then confirm based on the session abstract. Be sure that your final presentation delivers all the information that your session abstract promises. If you do not have a session abstract, it is recommended that you create one first.

## Where do you begin?

After creating your session title and session abstract it is a good idea to create an outline based on your session abstract. Make certain you include all talking points that you want to cover including those bits of information that you want your audience to take away. Write down your main points then follow up with supporting information. Organize your outline in a way that will flow well and make sense to your audience.

## Why will attendees be glad they came to your presentation?

Remember to keep your presentation true to your session title and abstract. Make certain you are hitting topics and information that is at the correct level for your audience. Determine the key learning objectives for your session and what you want the audience to take away. Keep your presentation fun and energetic with a wealth of knowledge and real-world experiences.

***Do not include sales in your presentation.***

## How?

Above all, remember that IAITAM stresses the “how” - how to get things done, how to approach a task, another department or a superior. Give your audience real-world information, examples and vision to help them achieve their goals within their own organizations.

## Formal Review

All presentations undergo a formal review process by IAITAM personnel. If minor changes are found, such as typos, spacing issues, etc., they will be adjusted. If major revisions are needed or sales propaganda is suspected, the presentation will be returned for adjustment. Use of your own equipment or passing out materials in IAITAM Conference Sessions is prohibited without prior written consent. IAITAM will provide your final approved presentation during your session.

**Once final approval of your presentation has been sent no further changes will be accepted.**

## POWERPOINT PRESENTATION FORMATTING GUIDELINES

### DURATION

Presentations last for 45-60 minutes. Keep that time frame in mind when creating your presentation. A concise presentation will keep your audience focused and have the most impact. Try to keep your total number of slides to 40 or less. Remember to leave time for a summary and questions at the end of your session (5-10 minutes).

### CREATING THE PRESENTATION

Use the IAITAM ACE 2021 PowerPoint template to create your presentation. Reference your abstract when creating your presentation to ensure all points are included. Try to keep the number of lines to a maximum of six per slide, with no more than six words to a line (the '6x6' rule). By keeping slide information simple it will have a greater impact on your audience.

- Begin with what you are going to talk about
- Go through the points you want to touch on with supporting information
- Recap your presentation, reiterating the main topic points (it's what they came for)
- Finally, ask for questions

Read through your presentation, practice it aloud and make certain it has the flow you want. Read back through your session abstract and make certain your presentation remains true. Your audience came to hear what you promised them. Ensure they walk away satisfied. Once your base presentation is created, think of ways to incorporate graphics, diagrams, charts or other illustrations to reinforce your points and your audience's understanding of your topic. Please keep them simple and readable for the projector screen and the printed materials. Slides will be printed 3 per page in the Presentation Guide. Your audience will give low marks for unreadable slides. If your presentation includes more than one speaker, make sure everyone knows the session structure, the topic that each panelist is expected to cover, and how long each member of the panel will speak. Designate each speaker's responsibility to the presentation to provide one cohesive work that all are satisfied with.





# POWERPOINT PRESENTATION FORMATTING GUIDELINES

## TITLE SLIDE

This is the first slide of your presentation. Include the title of your presentation, your name, title and company information as well as your company logo. The IAITAM ACE 2021 Nashville PowerPoint Template uses specific fonts, colors, styles, etc. to allow for consistency, ease of printing and viewing on a large screen, laptops, tablets and phones. Do not make changes to the Slide Master without prior consent and always use the styles set forth in the template.

## CONTENT SLIDES

There are various types of content slides available within the IAITAM 2021 ACE PowerPoint Template. To change the format of a slide simply insert a new slide then right click on the slide in the left-hand outline Slides/Outline window, hold your cursor over Layout in the drop-down menu then click on the layout of your choice. Please remember to use a good contrast of LIGHT and DARK on slides with colorful images, graphs, charts, etc., for ease of reading on large screen, print. It is not so much using opposite colors as choosing contrasting shades of light and dark colors to enhance readability. If you are using a graph with a dark background for example use a light font on it so it can be read. Your presentation will be printed in black and white so dark colored fonts on dark backgrounds will not show up well. Do not crowd your presentation. If it looks like too much information to you, it is going to look that way to your audience. You may want to ask a trusted colleague to review your presentation with you. Keep it clear and concise. You can discuss details in depth without them being on screen. Instead, keep your main points on screen. You may add your logo in the top right hand corner of the Slide Master (this will add your logo to all content slides), but again, the IAITAM 2021 ACE PowerPoint Template has been formatted with specific fonts, colors, styles, etc. to allow for ease of printing and viewing on a large screen. Do not make any other changes to the slide master and always use the styles set forth in the template.

## FINAL SLIDE

Remember to leave enough time for a question/answer session. The final slide is the perfect time to ask for any questions, and state your contact information. Remember that your company logo can also be placed anywhere on the final slide.

## PROOF READ

Be consistent in your presentation. Pay special attention to spelling, tense and capitalization. For example, if all words in your slide titles begin with a capital letter make certain it is that way throughout your presentation. Your audience will notice.

## DEADLINES

Your presentation will be made available to attendees in the printed Presentation Guide. Be sure to submit your presentation in a timely manner so that it can go through formal review, any necessary revisions can be made and it can be added to the print roster. Again, if any of your items are not submitted by their deadline date, they will not appear in the Conference materials and you risk being replaced on the speaker roster.

## PRESENTATION DELIVERY GUIDELINES

### PRACTICE, PRACTICE, PRACTICE

You will have more credibility with your audience if you feel comfortable speaking on your topic. Practice your presentation preferably in front of someone, but if no one is available, a mirror will work too. Pay attention to the tone of your voice and body language. Avoid speaking words such as “um” or “uh” as it detracts from your presentation. Remember to keep your presentation fun and energetic while maintaining your credibility. Microphones will be provided if desired.

### COME PREPARED AND CONFIDENT

Being comfortable with your presentation is a must. Know your topic and speak to the audience. Don't rely heavily on your notes as it will reduce the quality of your expertise and take away the time you have to connect with your audience.

### BE ON-TIME

Over 100 educational sessions will be taking place at the IAITAM ACE 2021. Please be courteous to your fellow speakers and attendees by beginning and ending your presentation on-time. There is a timed break scheduled between each session time-slot. Please use this break to get into your designated track room and prepare for your presentation. Your slideshow will already be loaded onto IAITAM conference equipment. If there are any issues, an IAITAM monitor will be in the room to assist you. The title page of your presentation should be on display as attendees enter your track room. This will help attendees know they have come to the right place. Be a gracious host and greet attendees as they enter the room. This will let them know they are in for a great session with an experienced speaker. It will also give you the opportunity to meet your audience and establish their confidence in you before your presentation begins. Begin your presentation at the designated time. Late-comers will be courteous and the IAITAM room monitor will help them if they have any audio issues. Make sure your material fills your allotted time and leaves a few minutes for a question/answer session at the end. Sessions must end on-time in order to allow for attendees to move on to their next chosen session. Remember, an IAITAM room monitor will be in your room with you at all times. If any issues arise, don't hesitate to let them know quietly so as not to distract your audience from your presentation.





## OPENING

Discuss with your IAITAM room monitor how you would like to be introduced. IAITAM room monitors are accustomed to letting the audience know your name, title, company and title of your session. If you are more comfortable introducing yourself, please let them know ahead of time. After you have been introduced, welcome your audience. Next, give the audience a brief synopsis of your background and why you are the expert chosen to present to them then move onto the subject matter. If you need audience participation in order to gauge them, ask closed ended questions that will result in a showing of hands. Also, let your audience know at the beginning how you handle questions, either throughout or at the end.

## STAY ON TRACK

Your audience has come to your session based on your session's title, abstract and at this point, and your presentation slides. Your audience will lose interest if you detour too far from what you offered. Remain on track and give the bits and takeaways that you have promised. If a member of your audience has a question that may take you too far off topic, suggest that you speak after the session, but remember to include anyone that may want the answer as well.



## CLOSING

Reinforce your presentation by going through a summary of the key points and takeaways for your audience. Leave enough time (5-10 minutes is generally sufficient) for a question/answer session with your audience so they leave satisfied with the knowledge they have gained from your presentation. In the end, if you feel you have more knowledge that your audience could benefit from, invite your audience to leave their information.

If your session is running behind and you are not going to be able to finish the presentation in its entirety, go through your summary and let your audience know that you can send more information after the session if they would like to leave you with their information so the next speaker can get into the room and set-up.

On the other hand, if your session is running behind due to an active question/answer session, let your audience know that time has run out, but you would be glad to take more questions in the networking lounge or via email and give them your information.

In any case, follow through with any promises you make to your audience. You have built yourself up over the past hour as an industry expert to your audience and if they are willing to leave you with their information, they want more. Now is the perfect time to reinforce your message with any additional education resources you have to offer, (I.E. ITAK article, ETC).

During the question/answer session keep in mind that you might have a microphone but your audience may not. Please remember to repeat each question before you answer it so that everyone gets the full value of your answer.

**Again, thank you for your participation. If any assistance is needed in regards to the guidelines discussed in this packet, please contact your Speaker Coordinator, at +1.330.628.3012 or email, [conference@iaitam.org](mailto:conference@iaitam.org).**

