

Charge from the Program Co-Chairs



**Your role is critical to the
success
and quality of the
DIA Annual Meeting.**



We expect and challenge you

- To organize and implement the best conference offering of your life
- To motivate your speakers to work to develop a presentation that
 - Is truly interesting
 - Energizes thought
 - Stimulates action or change in the attendee
- To engage



IDEA CAMOUFLAGE

HERE'S A REMARKABLE IDEA,
RENDERED LIFELESS IN 127
MONOCHROMATIC SLIDES THAT
I'LL READ WORD BY WORD
FOR THE NEXT 90 MINUTES



© 2009

TOM FISHBURN

AVOIDING DEATH BY POWERPOINT



This starts with you

- Engage your speakers
 - With each other to plan the program offering
 - Sending an email or two is not sufficient
- Ensure that speaker presentations are complementary
 - Each needs to know what the others will cover
 - Not redundant
- Allow speakers to suggest how the offering might be structured and how they might interact with each other during the session



Starting the conversation



- Decide what you expect each speaker to cover
 - It is your session, take responsibility
 - Be clear. Be positive
- Need at least one, preferably 2 conference calls with the full panel
 - One to plan
 - Call #2 to confirm details (2-3 weeks before event)
- Ensure each speaker knows goals for the session and what you expect them to contribute



What to strive for – session overall

- Goal for Session

- Audience is engaged, meaning they are alert, thinking and asking questions
- Everyone learns something, including speakers and you
- 25% is audience time
- Best of the conference!



- How to facilitate this

- Prepare – convene and challenge speakers, direct content
- Ensure there are “hooks” for multiple audiences
- Limit number of speakers
- Enforce time limits
- Tweet your session in advance (DIA can help)
- Meet and greet your audience

Speakers should strive for



- A talk that

- Tells what is new about topic
- Convinces audience that it is not only an important, but they should care about it
- Cover where this topic is going
- Entertains as much as it informs

- How to get there

- Be creative
- Talk, don't give a speech
- Get personal
- Pose questions for thought
- Refer to other presenters' material
- NO MORE than 20 MINUTES
- <http://www.inc.com/jeff-haden/9-simple-things-great-speakers-always-do-mon.html>



Be Proactive!

- Several online resources, such as online guidelines, recorded webinars are available to all program participants to review.
- DIA Policy concerning Promotion of Products and Services from the Podium
- Seek guidance from the Annual Meeting Team.

Chairs and Speakers need to refer to the offering description and level that is advertised. *Deliver what has been marketed!*



Engage the Audience

- Before the meeting
 - Participate in Social Media.
 - DIA LinkedIn group of 32K members and growing
 - Twitter #DIA2014
 - Include your handle on your presentation
- During the Meeting
 - Use the Mobile App
 - Interact with Social Media
 - Welcome attendees as they walk in the meeting room before the offering starts.
- Post Meeting
 - Continue the discussion on Social Media



Great sessions don't just happen

- Keep up the momentum
 - Interrupt speakers if they are droning....
 - Be alert to audience members who may have something to contribute
 - Don't allow microphone hogging
 - Draw all speakers into conversations
- Strive to earn that glass of wine at the resuscitation! And know you did your best.



Thank you

Questions?

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Join the conversation #dia2014

