Content Hub Reference Guide

This is an informational guide to aid in your role as a Content Hub facilitator. Any questions related to Content Hubs may be directed to AnnualMeetingProgram@DIAglobal.org

Content Hub Overview

Content Hubs are a non-traditional learning/networking hybrid specifically designed for a small group of attendees to connect face-to-face with community leaders and other attendees that share the same interests. The Content Hub is a 30-minute session focusing on active Q&A and audience discussion. This is an activity where attendees will have the opportunity to interact with community leaders and participate in a conversation to gain rapid insight in a subject of value or attain a deeper perspective listening to information.

Developing a Content Hub

- Content Hubs are scheduled Monday, June 20 – Thursday, June 23.
- Content Hubs may have up to two (2) facilitators.
- Plan to introduce the topic in 5-10 minutes – what is the topic and what are you looking to achieve through the discussion. PowerPoint slides are permitted – no more than
- Develop a few questions to kick-off and facilitate the discussion.
- Facilitators must adhere to all DIA Guidelines.
- PowerPoint presentations are optional.
    - All PowerPoint presentations must be on DIA's slide template.
- All presentations must be fair, balanced and free of commercial bias. Materials must not be commercial or promotional or contain logos.

Executing a Content Hub

Keep the opening brief (5-10 minutes) and frame the topic and the expectation for the Content Hub. Once the topic has been introduced, kick off the discussion by posing a question to the audience. The remainder of the session should be dedicated to active discussion. Be sure to keep the discussion focused and on track.

On-Site Room and AV Set-Up

Content Hubs will take place in meeting rooms with seating for up to 100 people. There is no sign-up or pre-registration for Content Hubs – attendance will be on a first-come, first-serve basis. The session will not be recorded.

Content Hubs will be equipped with:
- Stage and podium
- Screen and projector
- (1) laptop (Note: PowerPoint presentation will be pre-loaded onto the laptop)
- (1) handheld microphone
- Wi-FI (Note: If internet connectivity is integral to the session activity, please notify DIA)

Important Deadlines

April 15 | Completed Participant Agreement, Disclosure and Edit Profile Due
May 13 | Registration Deadline for Facilitators
June 9 | Deadline to Upload PowerPoint Presentations

Note: Refer to your notification email with details on the Participant Agreement and registration policies. Instructions on uploading PowerPoint presentations will be provided in early-May.

Questions? Contact AnnualMeetingProgram@DIAglobal.org.