



DIA 2020 Content Hub FAQs

This is a reference guide to DIA's policies and expectations related to Content Hubs. Any questions related to the Content Hubs may be directed to Jess Warner at Jess.Warner@DIAglobal.org.

What is a Content Hub?

- This is a **non-traditional learning/networking hybrid specifically designed for a small groups of attendees to connect face-to-face with DIA Community leaders and other attendees that share the same interests.**
- The Content Hub is designed for **30 minute short presentations** and seating for an intimate audience of **approximately 30 people**.
- The Content Hub is informal with a mix of different styles of seating to encourage relaxed conversations between the audience and the leader.
- A vital component of the Content Hub is the opportunity for the audience to participate in active Q&A.

When are Content Hubs?

- Content Hub sessions will be scheduled Monday, June 15 - Thursday, June 18.
- All accepted Content Hub facilitators must be [registered](#) for the DIA Global Annual Meeting prior to attending the meeting.

How do I develop a Content Hub?

- This is an activity where attendees will have the opportunity to interact with DIA Community Members and participate in a conversation to gain rapid insight in a subject of value or attain a deeper perspective listening to information.
- All Content Hub proposals must be submitted by a member of a [DIA Community](#).
- Facilitators must adhere to all DIA guidelines (see [Guidelines and Format for Program Offerings](#) and [DIA Policy Concerning Promotion of Products and Services from the Podium at DIA-Sponsored Programs](#)), as well as to manage the Content Hub session.
- Content Hubs may have up to two (2) facilitators.

How do I manage a Content Hub Session?

- Keep opening brief e.g. 5-10 minutes and in that time sufficiently frame the topic and the expectation for the Content Hub (i.e., what type of conclusion or solution is being sought).
- Facilitators are advised to **spend a majority of their time engaged in discussions** with the audience

Important Dates to Remember

March 24 | Content Hub Facilitator Confirmation Due

April 20 | Content Hub Descriptions Finalized*

- *Descriptions will be published as is if no changes are received by April 20.*

June 4 | PowerPoint Presentation to be uploaded to the EP@C System

- *EP@C system information will be sent under separate cover*

What shall I expect onsite?

- There may be internet connectivity. If internet connectivity is integral to the session activity, please notify DIA.
- The Content Hub space is set with small round tables, chairs, and couches (lounge like) for **approximately 30 attendees**.
- The session will be interactive; it will not be audio recorded.
- **There will be no sign-in or pre-registration, and attendance will be on a first-come, first-served basis.**
- The Content Hub will have:
 - 1 Laptop
 - 70" plasma monitor
 - 1 handheld microphone
 - A podium
 - Small round tables set with 4 seats each
 - ~3 couches

What are the expectations for PowerPoint Presentations?

- PowerPoint presentations are OPTIONAL
- Ensure that copyright permission has been obtained as needed.*
- PowerPoint Presentations that will be used during the Content Hub must be uploaded to the DIA's EP@C system by **Thursday, June 4**. They will be accessible pre-meeting to registered attendees.
- The DIA template is to be used for all PPT presentations, and the template is available in late April.
- **All presentations must be fair, balanced and free of commercial bias. Materials must not be commercial or promotional.**
- **No Logos.** No logos may be used on any PowerPoint presentation. Facilitator clothing may not carry logos or other company-specific emblems.

**Copyright*

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Questions?

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