

UTAH OUTDOOR RECREATION SUMMIT

A note to our panelists and presenters:

Thank you for being a panelist or presenter at the 2018 Utah Outdoor Recreation Summit! We greatly appreciate your time and dedication. Your expertise is a key facet of the value the summit brings to our attendees.

We selected our panelists and presenters carefully, choosing those who have a combination of knowledge and storytelling ability. Below are some recommendations on effectively integrating your unique perspectives on the subject matter of your panel.

General Tips:

Preparation: We will help prepare you for your role as a panelist by setting up a conference call to initiate introductions between you and your other panelists, and your moderator. We hope that you take this opportunity to get to know each other prior to the summit. We hope that this opportunity provides you with a chance to get comfortable with the format and direction the panel will be taking.

The audience: Summit attendees will be from a range of backgrounds in outdoor recreation: public land officials, tourism professionals, outdoor industry business leaders, outdoor service and outdoor retailer representatives, community leaders, college students and university professors, and government folks. You will be in front of some really engaging and intelligent people with a wide range of expertise in other areas. We want to ensure that every audience member is engaged and following the conversation. We ask that our panelists do not use jargon or acronyms that are not going to be familiar to the whole group. Please use real life experiences that they can also relate to. This can also include sharing your mistakes, lessons learned, and stories of success.

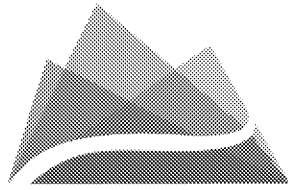
Visual tools: Each room will have a projector for presenting, slides or snippets of video. Please email any slides you would like for the panel to Rose Smith (rosesmith@utah.gov) as early as possible. She will incorporate your slides into the summit PowerPoint templates to create a pre-loaded presentation. For safety measures, please also bring a flash drive with your slides on it to the summit.

Dress: As this is the *Outdoor Recreation* Summit, we are expecting everyone to dress more casually than for other government summits. For moderators and panelists, we ask that you dress business casual. However, adding an outdoorsy twist is encouraged. Additionally, we would like to emphasize that ties are too dressy, while jeans are too casual for moderators and panelists. If you usually wear a uniform in your role, that would be appropriate (e.g. NPS, State Parks, Forest Service, etc.).

Tips for Presenters:

The sessions will be 55 minutes long. After the audience is settled and you are introduced, plan on a 40-minute presentation, leaving another 15+ minutes at the end for Q & A. We hope you'll have a brilliant and inquisitive group and we want to give them time to interact with you. Focus on a few clear takeaways for the audience, even if that means cutting out some content gold. Audience members can always approach you after the presentation to ask additional questions or exchange business cards with you.

Please remember that we want to keep the audience fully engaged. Stay true to your personality and style while enjoying the experience. If you're having a good time, the audience will mostly likely be also. Be creative in keeping them interested with your subject. This can be as simple as getting to the breakout



UTAH OUTDOOR RECREATION SUMMIT

room early and asking individual attendees who they are, where they are from, and what they hope to learn.

General Format for Panels:

You and the other panelists will be seated in chairs at the front of the room. Please make note that there may not be a table, which means your notes or electronic device will need to be held in your hands or lap. We may also position you. Sometimes the moderator will be asked to sit in the middle of the semi-circled group, in order to allow you and the other panelists to make eye contact. The moderator is present to guide and if necessary, redirect the discussion to keep it focused on the panel subject.

First three-five minutes: Each of you will be introduced in turn by the moderator. The moderator may tee up the discussion and informally poll the audience to gauge their level of experience, what industry/organization are they in, types of communities they are from, etc. This measure of the audience can help you get a perspective on the takeaways they might want from the panel.

Next: The moderator will bring in the perspectives of each panelist by giving you two-four minutes to speak on this. If you wish to have a slide or two, you may use the visuals at this point in the discussion. The amount of time you have for this will be determined by the specific subject the panel is discussing. This should be discussed during the pre-summit conference call.

The moderator will then start the discussion with a couple pre-selected questions. You may discuss this in the conference call prior to the summit. We are encouraging the moderators not to have each panelist give an answer to the same question, especially if it is likely that you will have a similar answer. If you would like to jump in to the discussion before the topic shifts, signal the moderator that you want to do so. The session should be light on formality and heavier on the informative aspects. We also will be asking the moderator to incorporate questions from the audience by the mid-point of the session.

We are excited to have you play a role in the 2018 Outdoor Recreation Summit! This is going to be an amazing and informative summit with a unique focus on outdoor recreation issues in our beautiful state.

If you have any questions or suggestions, please reach out. We are here to help.

Thank you again for your support!

Tara McKee and Rose Smith
Utah Office of Outdoor Recreation