

Speaker Guidelines -- Manufacturers' Education Council

The Manufacturers' Education Council is dedicated to providing quality conferences and seminars. It is our only business. The quality of our sponsored events – however – depends on speakers who successfully share and communicate their expertise and insights on a given topic. From our experience serving over **81,000** attendees over the last 27 years, the highest-rated and most successful speakers follow these few speaker guidelines. Our 4 suggestions for a successful presentation are:

Provide a Well-Organized, Dynamic & Entertaining Presentation

Know your audience ... their knowledge level and expectations. **Provide practical and useful information** – how-to guidance, use of case studies and solution-oriented examples are always successful. Use practical terms and terminology. Address current developments, issues and trends and their impact on the audience. When you receive the conference/seminar brochure, review the entire program to **avoid duplicating other speakers'** presentations and to help you focus on your topic. Read your audience and be flexible to their needs

Submit Materials for Handouts/Website by March 2, 2018

Provide us with an organized and concise set of written materials for publication in a manual that reflects the scope, content and format of your presentation. **Send electronically via e-mail your PowerPoint** – we will print it out two slides per page for insertion into the handouts. Refer the audience to your written materials with specific pages – (*our handouts will have page numbers*) – consistently during your presentation. Include supporting materials that the attendees can use as a reference back on the job. Provide us with as much written material as possible ... **the more the better**. In addition, we will **convert all presentations into PDFs & post on our website for an entire year**.

Use the Mics, Involve Your Audience & Repeat Questions Asked

Always remember to **use the microphones** even for workshop sessions!!!! Ask for a "show of hands" on various issues, use audience quizzes, maybe use a small group exercise, ask various individuals questions, and leave time for questions/answers (*we recommend about 15% of your allotted time*). During questions/answers, **repeat the question into the microphone ... always!!!**

Pace Your Presentation and WATCH THE CLOCK!

Keep the program on schedule and stay within your allotted time. Practice your presentation to make sure you cover the subject matter, summarize, and allow time for questions within your time allocation. If you are involved in a workshop, coordinate your presentations with the other speakers.

All speakers are our complimentary **guests for the entire conference & we've already registered you**. We suggest that you **arrive at least 45 minutes before** your scheduled presentation so you can get a feel for the conference/attendees, review the list of attendees, and receive any information on the AV equipment and head table arrangements.

Finally, if there's anything the Council staff can do to enhance your presentation, please let us know by contacting either **Mark Uher** at (Mark@MECseminars.com) or **Jana Lilly** (Jana@MECseminars.com) **Let us help you make a successful presentation!!**

AUDIO / VISUAL GUIDELINES AND REQUEST FORM

You are encouraged to use quality visuals aids to enhance your presentations. PowerPoint presentations are very popular. Please send us your **PowerPoint presentation (electronically)** so we can print it out (*two per page*) and insert in the manual. Attendees will request copies, and if copies are included in the manual, it is much easier for them to listen, take notes and learn.

We will also **advance load your submitted PowerPoint onto seminar laptops** with a remote for you to use. They will be loaded on the laptop's desktop by Panel Name for ease in locating. **All panel presentations will be combined for a seamless Panel PowerPoint presentation. All general session PowerPoint presentations will also be combined for a seamless presentation.**

The screens being utilized for the conference are 4:3 ratio. Please develop your PowerPoint presentations in **4:3 and not 16:9 (widescreen)**. Otherwise they will have black bars at the top and bottom of their presentation when it is projected at the conference.

Please submit your **final** PowerPoint presentation by **Friday, March 2, 2018**. Please arrive a few minutes early to familiarize yourself with the data projector and laptop loaded with your PowerPoint presentation.

SPECIAL AUDIO / VISUAL REQUEST FORM

Please Complete and Return By Friday, March 2, 2018

Speaker Name _____

Program Date _____

Please note all submitted PowerPoint presentations will automatically be loaded conference laptops and each conference room will have a dataprojector. Please do not make changes in your presentation after it is submitted!!

The following special audio / visual equipment is needed for my presentation:

Video Embedded/Audio for Video Flip Chart with Markers

Internet Other - please specify: _____

I will not need any audio / visual equipment.

For PowerPoint presentations & overheads, **screens** will be set up automatically. We will always have a **podium mic**. When an **overhead or data projector** is requested, we will always have an additional **lavaliere (lapel) microphone** and a **laser pointer**.

**Please Send Your Special A/V Needs & Your Written Materials
By Friday, March 2, 2018 to:**

Electronically via E-Mail: Mark@MECseminars.com

If the presentation is over 10 MBs, please feel free to upload it to our new FTP site on our website, at the bottom there is a UPLOAD feature.

Biographical Information

Following **name, title, organization, address, phone, fax and e-mail address**, please provide a couple of paragraphs that highlight your **work**, accomplishments and awards, **professional memberships** and **education** as it relates to the subject of your presentation. This information will be used to introduce you to the audience and **it will be reproduced, exactly as you type it, in the conference manual provided to all attendees**. The format for the sketches should be similar to this sample biographical sketch:

Sample

Biographical Information

**James F. Loder, Global Director of Energy Management
P.H. Glatfelter Co., 96 S. George St., York, PA 17401
717-225-4711 ext 2887 Fax: 717-225-6834
James.Loder@glatfelter.com**

Jim started his energy career with Pacific, Gas and Electric in Merced, California in 1982 as an energy conservation engineer. Jim progressed at PG&E as a planning engineer, PURPA interconnection coordinator and positions in Account Management, Marketing and Sales. Jim joined Allegheny Energy in Greensburg, PA in 1996 working primarily in the Energy Trading and Structured Products groups for AYE's unregulated power generation affiliate, Allegheny Energy Supply. Jim's primary responsibilities at Supply were structured commodity product sales to industrial, commercial and wholesale customers.

Jim joined P.H. Glatfelter in Spring Grove, Pennsylvania in 2008 as the Global Director of Energy Management. Jim's primary responsibilities for Glatfelter's energy intensive paper mills include power generation sales, energy rates and tariff review, regulatory and legislative participation and energy efficiency initiatives. Jim is also responsible for the development and expansion of Glatfelter's renewable energy portfolio.

Jim is a graduate of Penn State with a B.S. In Mechanical Engineering and received an MBA from Holy Names College in Oakland, California.

Please Return Your Biographical Information by Friday, March 2, 2018

E-Mail: mark@mecseminars.com

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