

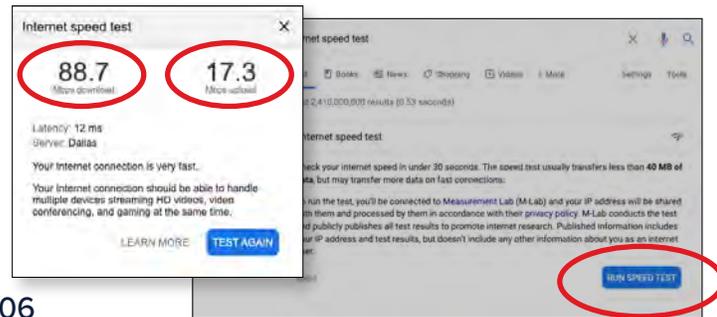
LIVE STREAMING TIPS & GUIDELINES FOR SPEAKERS

Thank you very much for supporting us with the virtual edition of our event in 2021!
We use the *Whova* conference app in combination with **Zoom** for live streaming.
Here you can find all important information:

PREPARATION

To make sure that you have a stable internet connection and adequate band width associated with your internet account, we recommend testing your internet speed by doing the following:

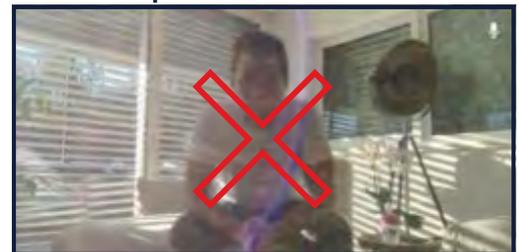
1. Go to [Google.com](https://www.google.com)
2. Search for **internet speed test**
3. Tap or click Run Speed Test



Optimal download speed should be at least 25 mbps.
Optimal upload speed should be at least 7-10 mbps.
For help or questions, contact our IT support here:
Chris Reed (405) 492-6050 • RD Dickens (405) 652-9206

- Please prepare your 16:9 pptx presentation (*not a pdf*) and have it ready to go by Monday, April 5 for the Small Group Run-Throughs which is scheduled from April 5 – April 9, 2021.
- Please make sure that the font is large enough (*people will see you in one window and your presentation on another – very detailed slides will be hard to read*)
- Since there can be delays in the transmission, we would like to ask you to keep animations and videos to a minimum
- Use a good headset and not the laptop microphone
- Look for an environment without background noise
- For a good video recording, there should be no window behind you

Example of how not to do it!



TECH REHEARSAL

To make sure you're optimally prepared for the event, we are organizing a short 30-minute tech rehearsal with small groups of speakers on the week of April 5–9, 2021 called "Small Group Run-Through's."

Please let us know during your Speaker 1-on-1's or by email about your availabilities between **April 5 – April 9** so we can arrange 30 minutes to go through tech checks and your presentation setting together.

We will use the same scheduling tool (Calendly) to book your small group date and time via email. During the tech rehearsal, the moderator(s) will test audio, video, and slide sharing with you and explain the process for live streaming using Zoom and Whova. Please use the same equipment and surrounding you'll use during the conference.

ZOOM 

For live streaming we will use **Zoom**. Please be aware that the streaming link that is embedded in Whova is for attendees only. In order to activate your video or share your slides, you have to enter the session directly via **Zoom** (the link will be in the email we send you). Please make sure to download the **Zoom** App to join your session. In case you have already installed it, make sure that you have the latest version.

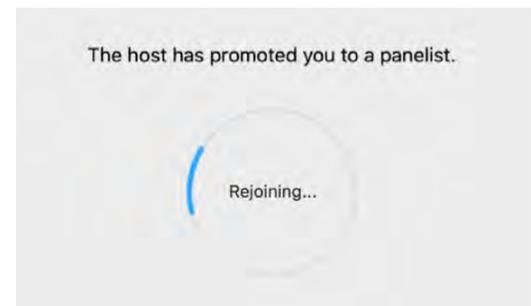


Between networking breaks, all sessions of one track will be combined in one moderated webinar/stream. This means that whenever you're in the webinar, you'll be shown as a speaker for all sessions running before/after your presentation.

Feel free to join your stream right when the first session of your webinar begins. By default, all speakers join the session without video or audio, so you won't interrupt an ongoing presentation. Please enter the stream at least 10-15 minutes before your session starts.

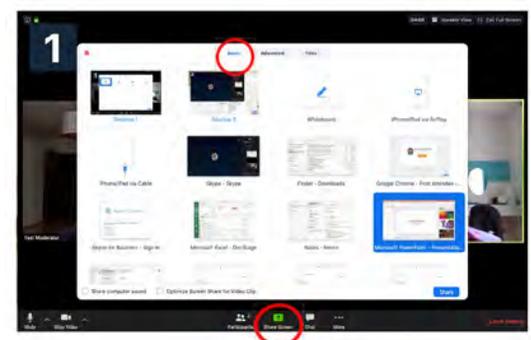
HOW TO ENTER A ZOOM  SESSION AS A SPEAKER

In the email you've received, you'll find the **Zoom** link to your session. To enter your session, please use the same email address as for your registration as you'll then be recognized directly as a **“speaker/panelist!”**



In case you don't use the same email address, you will enter the webinar as an “attendee” first. As soon as your session is about to start, the **host(s)/moderator(s)** will promote you to a **“speaker/panelist”**.

The moderator will introduce you and your presentation at the beginning. Share your presentation with the participants by clicking on the screen icon at the bottom (**“Share Screen”**). A window will open and you can select your presentation under basic. Have your presentation already open in the background before your session starts so you don't have to set this up when you're already live.



Please reserve **5-10 minutes** at the end of your speaking slot for **Q&A** and for attendees to fill out your **Session Feedback Form**. During the session, the moderators will keep an eye on the questions from the attendees and refer to them in the **Q&A** part afterwards - as they do at every live event.

If you'd like to watch the ongoing session after your presentation and the **Q&A**, please turn off your audio and video again (*as you'll still be shown as a panelist in the webinar*). If you'd like to leave the webinar, please click on **"Leave Meeting"**.



IMPORTANT NOTE: All sessions will automatically be recorded and shared with attendees who purchase the **"All-Access Pass w/ Recordings"** ticket. If you choose to opt out, please let us know during your speaker 1-on-1 meeting or via email at tphcinfo@spthb.org by Monday, April 5th, 2021.

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SPEAKING TIPS

When crafting your presentation, keep these points in mind:

Adapt/align your presentation to the needs of the audience and the conference theme.

Don't conduct the same presentation you already prepared for other conferences.

Please make sure that your presentation matches the presentation title.

Show, don't tell: The audience wants real-life examples, screenshots, and stories that illustrate tips and techniques. Show what you're explaining and you'll be loved.

Provide key takeaways that the audience can use right away. Be forthcoming with your tips and advice.

Facts & opinions: Please clarify if your statements are facts or personal opinions and provide sources.

Q&A: If you think there is a question that should be addressed, please coordinate with your moderator.

No Sales Pitches: Give a good presentation with educational value and solution-based take-away's. That's the best pitch your organization could ever have. Please don't try to collect attendee email addresses as this always leads to negative feedback. Of course, we will work with you and your organization to provide promotional support as part of your participation.

Here are some tips on how to get a little PR in a way the audience won't mind: Use a single slide to explain what you or your company/organization does—especially to provide context for why you are speaking. List services, clients, background etc. Run through this briefly, 30 seconds to a minute. If you are discussing your own product or service for some reason, focus on case study style examples of how it may have been used by a client, rather than a featured pitch.

Thank you so much sharing your insights and expertise!