



Presenter Information

Social Marketing Conference 2022

General Session Keynote and Panel Presenters

- The agenda is very, very tightly scheduled and we will move from one keynote or panel to the next as quickly as possible. Please sit up front at tables reserved for you.
- Presentation PPTs and Video: ***If you have a presentation to load, please bring it on a thumb drive as we may not be able to download it from the cloud.*** We ask that no presentation be played from the cloud. It is okay to embed video, but please bring video files on a thumb drive. With that said, however, the general sessions will be hard wired to the internet, and it will be okay to play video from the website as part of your presentation. The set up will include sound-out to house sound.
- When to load your presentation onto the General Session presentation computer:
 - Friday general session presenters: Please come to the registration desk on Thursday between 3:00 and 5:00 to load your presentations on the Friday morning laptop. On Friday morning, please meet staff in the general session room (Beach/Gulf) to do a quick review and run through. If you missed loading your presentation, we can do it then.
 - Saturday general session presenters: Please come to the registration desk on Friday between 3:15 and 5:00 to load your presentations on the Saturday morning laptop. On Saturday, please meet staff in the general session room (Beach/Gulf) to do a quick review and run through. If you missed loading your presentation, we can do it then.
- There will be a podium microphone, a wireless lavalier microphone, and a head table for four, with two microphones to be shared. There will be a microphone in the audience. Please do not take "shouted out" questions from the participants, but make sure that they speak their questions into a microphone. There will not be a separate presenter monitor.
- If you wish handouts for your session, please email them along with the title of your session to socialmarketing@ardensolutions.com as an attachment. We will attach them to your session in the Event App.
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Interactive Sessions (Hatch Labs), Breakouts, and Oral Juried Sessions (Concurrent Sessions)

There are five (5) rooms and presentations offered concurrently in each set of concurrent breakouts.

- These sessions run for one hour.
- If you have presented a plenary, your session is a *conversation in a less formal manner with participants who want to brainstorm with you. You are not required to have slides or any formal presentation. It is meant for you to engage with participants and do Q&A.*
- Accepted oral/juried abstracts: These are one-hour sessions. Presenters should each take 12 minutes to allow for discussion. We suggest saving questions for the end.
- Each room will have a moderator to ensure that sessions start on time, end on time, share the time fairly, and let conference management know if something is needed during the session.
- If you wish handouts for your session, please email them along with the title of your session to socialmarketing@ardensolutions.com as an attachment. We will attach them to your session in the Event App.

- Concurrent Oral Session Rooms Room contents
 - Podium with side table
 - Head table for 2 (depending on room, at least two)
 - Screen and projector
 - Windows Laptop
- ***If you have a presentation to load, please come to the room 10 minutes early and load the presentation to the desktop of that computer. You must bring it on a thumb drive as we will not have the time to download it from the cloud. We ask that no presentation be played from the cloud.***
- Please let us know if you intend to use video or sound from the computer as part of your presentation as we must plan for additional equipment.
- It is okay to embed video in a PPT, but as insurance, please bring the video file as a separate file.
- There will be no microphones, except in the general session room also being used as a breakout.
 - These are traditional oral sessions where there are four (4) presentations during each hour.
 - Each will present for 12 minutes which leaves 12 minutes at the end for Q&A, managed by the Moderator across all presentations. Please do not ask for questions at the end of your presentation time, as it may decrease the presentation time for subsequent presenters. The moderator will manage this timing.
- The rooms are set to accommodate 40 participants. On average you will have 30.

More Information for Hatch Labs:

- Unless you have specified otherwise, we have used the same title as the general session presentation.
- The hatch labs are intended to be interactive with questions and discussion, no formal presentation is needed for this session.

If you are presenting a Juried Poster:

- The poster **may be a maximum** 4 feet high (1.22 m) by 6 feet wide (1.83 m) as this is the dimension of the board on which you will pin your poster.
- The poster session is Friday, May 27 during the reception. Please plan to stand by your poster from 5:30 to 6:15.
- We will provide pins to pin up your poster and you may pin up your poster as soon as you see that the poster boards are available, and your poster number is found pinned to the board. Please only pin up your poster at the poster number in the title of your session.
- Please remove your poster at the beginning of the lunch break on Saturday as the boards will be removed at 1:00.
- As there will not be electricity or a table space, please do not bring a computer. Tablets are okay, but the focus and main points should be on your poster. If you want to provide a URL to your webpage or research, print it on a business card that you can hand out or put a QR code on your poster.
- It is a particularly good idea to bring your business cards with you and to have them easy to reach and share.
- Please bring any handouts with you, there is limited on site copying opportunities
- It is suggested that you hand-carry your poster with you to the conference.
- This is a sample of what the poster board will look like:



Management Services: *Conference logistical management is provided by Arden Solutions. Inquiries regarding quotes for management of associations or educational conferences can be addressed to gphillips@ArdenSolutions.com.*