

SPEAKER HANDBOOK

**DMA09 Conference & Exhibition
San Diego Convention Center
San Diego, California
October 17–22, 2009**

It is our pleasure to welcome you as a DMA09 speaker. This handbook provides an overview of everything you'll need to know regarding your role at the conference. Also included are tips and suggestions for preparing your presentation.

We look forward to seeing you in San Diego!

Paul McDonnough
Vice President, Conferences & Events
Group Show Director
Direct Marketing Association

Lori Ann Pope
Senior Conference Manager
Direct Marketing Association

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GENERAL CONFERENCE INFORMATION

DMA Contact:

Your point of contact for the DMA09 San Diego Conference & Exhibition is Lori Ann Pope, Senior Conference Manager. Please contact Lori Ann with any questions you may have.

Lori Ann Pope
212.768.7277 ext. 1539
LPope@the-dma.org
DMA09speakers@the-dma.org

Conference Location:

San Diego Convention Center
San Diego, California

Conference Registration:

As a speaker, you will receive a complimentary registration for the Conference & Exhibition, which includes all conference sessions, luncheon presentations, and keynotes, as well as full access to the Exhibit Hall.

Please note, council-related and other ancillary events, such as special receptions and the **ECHO GALA** are NOT included in your complimentary registration.

Speakers are asked to register online by **July 30, 2009**. Please visit the link below to complete your DMA09 speaker registration.

https://www.compusystems.com/servlet/ar?evt_uid=683&PromoCode=SPK

Travel & Airport Transportation:

Please note, the DMA does not provide travel or hotel expenses for conference speakers.

Situated just 3 miles from San Diego International Airport, the San Diego Convention Center is only minutes from Baggage Claim. For more airport information, please go to [San Diego International Airport](#). For details on local transportation in and around San Diego and the San Diego Convention Center, please visit: [San Diego Local Transport](#).

Hotel Accommodations:

To receive the special DMA09 hotel conference rates you must make your reservation by **July 30, 2009**. Please use the following link to register for this event:

https://www.ttgcompass.com/compass/external/index.cfm?&meeting_ID=2699&Meeting_ID_Code=943909714]

A list of designated hotels for DMA09 in San Diego is found below (*note: we kindly request that speakers stay within the DMA09 housing block*).

Hilton San Diego Bayfront – Speaker Headquarter Hotel

1 Park Blvd.

Rate: \$295

Embassy Suites San Diego Bay

601 Pacific Hwy.

Rate: \$249 (single); \$269 (double)

Hilton San Diego Gaslamp Quarter

401 K St.

Rate: \$259 (single); \$269 (double)

Hotel Solamar

435 6th Ave.

Rate: \$235

Omni San Diego

675 L St.

Rate: \$259 (single); \$279 (double)

Manchester Grand Hyatt

1 Market Pl.

Rate: \$299

PRESENTATION GUIDELINES

In order to ensure your success as a presenter, we have prepared this guide to help jump start your preparation and make your presentation a winner. As you prepare for your session, it is essential to consider the needs and expectations of our attendees: DMA Annual attendees have over 10 years' experiences in the DM community. They appreciate interactive sessions that offer case studies, metrics, and proven methodologies.

DMA Policy on Content

Speakers must provide information in an **educational, non-commercial, non-self-promotional** manner. Business logos, order forms, book promotion, etc. should not be included in handouts and deck presentations.

Before the Conference/Session

1. Develop a session outline before creating your PowerPoint presentation – an outline will help you:
 - Track time and ensure content delivery
 - Summarize the appropriate points of the session
 - Facilitate transitions between speakers' presentations (if you are part of a panel discussion)
 - Control the pace of the session to prevent someone from dominating the discussion
 - Develop the session handout (please read the "*Presentation and Handouts*" information below)
2. Cross-check the content with the description and learning objectives submitted so that **attendees' expectations are met**. If you must edit the focus of your presentation, please notify Lori Ann Pope as soon as possible, so that the MyDMA09 portal can be updated to reflect the changes.
3. Devise questions that can be 'planted' in the audience in case the discussion lags.

Additional Information for Panel Moderators:

- Please contact your panelists in advance to plan your presentation. Successful panels plan conference calls with all speakers one or two times before the conference. Please inform DMA staff if your session content changes significantly.
- Discuss the session format with the panelists to determine what will work best. Will each panelist take a few minutes to share their expertise or will the panelists respond to moderator/audience questions throughout the session?

Presentation & Handouts*

We cannot emphasize enough how important handouts are to attendees and the ultimate success of your session. Therefore, all speakers are required to submit electronically the **FINAL** version of their presentation and any handouts they may have for review by **August 24, 2009**. This will provide us the necessary time to complete a peer review of your presentation for content and promotional conflicts. The DMA09 Conference Program team will notify you if any changes need to be made.

Presentation Requirements:

- DMA09 Slide Template – The session title must be included as presented in the Conference Brochure
- Presentations must be submitted in .ppt (Power Point format)
- Slides to be kept clean and simple

- Avoid too much text – use the *5x5 Rule*: no more than 5 bullet points per slide, with a maximum of 5 words per point
- Avoid small fonts – the rule-of-thumb is 24 point text
- Use no more than two levels of bullets

Handouts:

If you do not have authorization from a client to use/post their company’s information for attendee access, or prefer to have a more detailed handout to complement your presentation, please adhere to the format below:

1. File Format – Word document or PDF in black and white
2. Requirements
 - Include the Session Title and Learning Objectives accepted by the DMA
 - Limit the size to no more than 10 double-sided pages
 - No heavy solids or reverse copy
 - Use a font no smaller than 12 point. *Times, Helvetica* and *Arial* fonts are recommended
3. Recommended Content – An outline of your presentation that includes the session’s learning objectives, topics to be covered, and a summarized paragraph on each of the topics
4. E-mail – Send your file to **Lori Ann Pope** at dma09speakers@the-dma.org

Audio/Visual:

All concurrent session rooms will be equipped with the standard equipment: podium microphone, table microphone(s) for panelists, projection screen, and LCD projector. **Speakers are required to bring their own laptops.**

Additional equipment requests are subject to approval. Please be absolutely sure your session will require extra A/V services; extra services often require more labor and equipment, which results in higher costs to DMA.

1. Additional A/V Request Form – If you need to request additional A/V equipment, please complete the form included in this correspondence by **August 21, 2009**.
2. Sound Patch – If your computer will need to be connected to the sound system, you **must request** a sound patch

No additional equipment orders will be accepted on site. No exceptions.

On Site at DMA09

When you arrive at the San Diego Convention Center:

1. Check-in at Speaker Registration Desk, at least 2 hours before your session.
2. A Speaker Ready Room, where you may practice your presentation, will be made available to you (room assignment to come). A sign-up sheet will be posted outside the room so that you can schedule a time to use it.

Speaker Ready Room hours:

Saturday, October 17th & Sunday, October 18th **9:00 am – 3:00 pm**
 Monday, October 19th & Tuesday, October 20th **8:00 am – 5:00 pm**
 Wednesday, October 21st **8:00 am – 10:00 am**

3. Please arrive at your session room 30 minutes before your session begins or at the session room’s earliest availability for a sound check and to ensure proper laptop connections.

YOUR ROLE AT THE CONFERENCE

Solo Speaker

Please be sure to make housekeeping announcements (provided to you by the session monitor at the beginning of your session) about electronic evaluations, upcoming DMA09 events, etc.

Set the stage and let attendees know if you prefer to save questions until the end of the session or if you prefer that people feel comfortable to jump in with questions as your session proceeds.

If attendees ask questions and do not use a microphone, please be sure to repeat the question so that the entire room understands what you are responding to. Also, because your session will be recorded, it's important to capture the question for audio purposes.

As you close your session, be sure to summarize the key learning points and remind attendees to look out for the electronic evaluation that will be sent via email. Provide your contact information so that attendees have a way to contact you and/or the panelists with additional questions. (Please be cognizant of the self-promotional aspect here. Basic contact info – phone, email or web site – is sufficient.)

Panel Presentation

The moderator should make the housekeeping announcements provided by the session monitor at the beginning of the session about evaluations, upcoming DMA09 events, etc.

Much of the success of the session rests on the moderator's shoulders – the moderator should work closely with panelists to ensure that everyone is on the same page and each speaker has adequate time to present their expertise on the session topic.

Use the Q&A period effectively. Depending on your objectives, plan to leave at least 5–10 minutes at the end of your session for questions. If attendees ask questions and do not use a microphone, please be sure to repeat the question, so that the entire room understands what you are responding to.

As you close your session, be sure to summarize the key learning points and remind attendees to complete the session evaluations forms. In addition, provide contact information so that attendees have a way to contact you and/or the panelists with additional questions. (Please be cognizant of the self-promotional aspect here. Basic contact info – phone, email or web site – is sufficient.)

Ask-The-Experts Roundtables

The Ask-the-Experts Roundtables will be held in a private area near the Exhibit Hall at the San Diego Convention Center to limit distractions and make it easier for attendees to find the sessions. Each table will be semi-private with pipe and drape to section each roundtable.

Attendees will be ready to engage in dialogue and hear answers to their most pressing questions, with approximately 30 roundtables running concurrently. Each table will have 10 chairs and attendees will be free to move from table to table during this time. ***Please note, there is no audio visual set up or recordings made for the ATE sessions; you may bring handouts for distribution.***

Audio Recordings of DMA09 Sessions

Please note that most DMA09 sessions are recorded and used for distribution to conference attendees by Content Management. We require your permission to record your session. **Please go to the DMA09 Speaker Resource page to download the permission form and submit to Lori Ann Pope by August 21, 2009.**

If you do not submit a form, we will proceed with an audio recording.

To ensure the best quality recording, please speak into the microphone and **repeat all questions from attendees into the microphone before answering**. Not only will this guarantee that everyone in the room hears the question, it will also capture the question and your answer for the audiotape version of your presentation.

FREQUENTLY ASKED QUESTIONS

What is a Speaker Ready Room?

A Speaker Ready room is a room at the convention center where you may practice your presentation before your session. This room will be equipped with standard A/V equipment to ensure your computer is compatible with the LCD projector. Look for a sign-up sheet outside the room so that you can sign up for a time slot to practice.

If you are part of a panel presentation, a final on-site rehearsal with the other panelists and the session moderator is strongly recommended.

Will the DMA pay for my expenses?

Speakers are responsible for their own travel, hotel and local expenses.

What if I have to cancel?

Should you become unable to participate in the conference, please contact Lori Ann Pope at 212.768.7277 ext. 1539 or LPope@the-dma.org immediately. Please arrange a suitable replacement that will meet the approval of the DMA conference program team, and provide Lori Ann with all of their contact information, so that the DMA can update the DMA09 website.

Speaker Files and Links Available on the DMA09 Speaker Webpage:

1. Speaker Data Form
2. Additional A/V Request Form
3. DMA09 Recording Form
4. DMA09 Session Template
5. Speaker Self-Registration Link
6. Hotel Reservation Link