Handbook for Session Organizers, Moderators & Speakers,

American Planning Association
2015 National Planning Conference
Saturday, April 18 - Tuesday, April 21, 2015
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INTRODUCTION

Thank you for taking part in a session at the APA National Planning Conference. This guide is for session organizers, moderators, and speakers.

Organizers serve as the point of contact for each session. Organizers invite speakers to participate, ensure that speakers confirm their participation online, coordinate session content, audiovisual requests, and any necessary rehearsals, and may serve as a speaker or moderator.

Moderators introduce speakers at the session and facilitate the flow of the session.

Speakers provide session content.

You will find the most updated information for organizers, speakers, and moderators (http://www.planning.org/conference/participants).

DATES TO REMEMBER

December 18, 2014  Deadline: Organizers invite speakers online.  
Deadline: Organizers request speaker guest registration.

January 8, 2015  Deadline: All speakers must confirm their participation, add their biographical information, and complete permission forms.  
Deadline: Organizer submits audiovisual requests.

February 19, 2015  Speaker registration deadline

March 19, 2015  APA housing cut-off

March 23, 2015  PowerPoint upload window open

April 18-21, 2015  APA National Planning Conference in Seattle

Day of presentation  Visit the Speaker Preview Room four hours prior to presentation to load and review PowerPoint.
ORGANIZER INFORMATION

All forms are online at: http://www.planning.org/conference/participants

Invite Speakers to your session
Deadline: December 18, 2014

As a session organizer you are responsible for formally inviting your individual speakers online by entering each their name, phone number, and a valid e-mail address. Once this information is submitted your speaker will receive an auto-generated e-mail requesting that he or she confirm participation in the session.

Your speaker will be asked to log into the APA website (by using APA login credentials or by creating a non-member ID), and confirm their participation in the session.

Additionally, you (as the organizer) must request guest registration for your speakers when completing the invited speaker form online (see registration policy below).

When selecting your speakers, please be sure to keep the APA speaker policies in mind. For a full list of policies, please review the Speaker Policy section of this document. APA encourages women and minority speakers, and when appropriate, planning commissioner, elected official, and appointed official speakers.

All speakers must read and understand the registration policy (below).

AudioVisual Requests
Deadline: January 9, 2015

All session rooms have standard set-ups based on the type of session. All sessions take place in a room with chairs in rows facing a stage. The stage is equipped with a head table with 3 chairs and a podium. APA is unable to accommodate room setup changes.

All rooms come equipped with one of the following:

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podium</td>
<td>1</td>
</tr>
<tr>
<td>Head table and (3) chairs</td>
<td>1</td>
</tr>
<tr>
<td>Computer</td>
<td>1</td>
</tr>
<tr>
<td>Data/digital projector (LCD)</td>
<td>1</td>
</tr>
<tr>
<td>Screen</td>
<td>1</td>
</tr>
<tr>
<td>Podium microphone</td>
<td>1</td>
</tr>
<tr>
<td>Standing microphone (in audience)</td>
<td>1</td>
</tr>
<tr>
<td>Table Microphone (on the head table)</td>
<td>1</td>
</tr>
<tr>
<td>Lavalier (Lapel) microphone</td>
<td>1</td>
</tr>
<tr>
<td>Laser Pointer</td>
<td>1</td>
</tr>
</tbody>
</table>

If you need any equipment not listed above, you must request it. Requests may include: internet connection for the presenter, audio speakers, or an additional chair for the head table. Requests are not guaranteed. Please send a detailed e-mail to afrey@planning.org with your request. Be sure to include your session title, function code, and date/time.
SPEAKERS & MODERATORS INFORMATION

Confirm Participation  
**Deadline: January 8, 2015**

All invited speakers should receive an e-mail from Speakerinfo@planning.org asking them to confirm participation. If you didn’t receive an e-mail, contact your session organizer to resend the link.

Once you receive the invitation, follow the link in the e-mail and complete the required information for **each session you will participate in**. If you are participating in more than one session or other conference activity, you must complete the confirmation process for each activity. Speakers and moderators who do not confirm their participation, submit their bio information, and provide their permissions by **January 9, 2014** will not have their names in the printed conference program.

My Bio  
**Deadline: January 8, 2015**

Biographical information for each speaker in a session is required. All submitted bios are available as a resource for conference attendees, the media, and APA members. All forms are available at: http://www.planning.org/conference/participants

Do We Have Your Permission?  
**Deadline: January 8, 2015**

APA will post your PowerPoint presentation on our website for conference attendees to view post-conference. We ask that you provide us permission to do this, as it’s an important way to connect with your session attendees. Please indicate whether you will allow or deny APA to post your presentation for each session or activity you are participating in.

APA may choose to audio record your conference session for future use in conjunction with your PowerPoint presentation. We ask that you provide us permission to do this, as it allows us to extend learning opportunities to attendees after the conference concludes. Please indicate whether you will allow or deny APA to audio record your session for each activity you are participating in.

By confirming your participation as a speaker, APA assumes you have approved sharing your PowerPoint presentation, and recording your session. If you fail to complete a permission form, we will use your speaker confirmation as approved permission. If you wish to deny permission, you must complete a permission form.

**Forms that are not completely filled out will be accepted as approved permission.**

Indicate your preferences for each session in which you participate at www.planning.org/conference/participants.
Note: You are still required to utilize the Speaker Preview Room and upload your presentation to the online server even if you deny permission to use the Presentation post-conference.

A copy of the agreement is listed below.

**Audio Recording Permission**
APA may arrange for professional audio recording of your conference session. If recorded, audio recordings will be synced with PowerPoint presentations post conference, and sold to both conference attendees and non-conference attendees as a way of sharing the conference with wider membership. If your session is approved for AICP Certification Maintenance credit then the post-conference package will be submitted for approval as well. Forms that are not completely filled out will be accepted as approved permission, and the session will be available as a recording after the conference. Thank you for sharing your expertise.

I grant APA permission to record my 2015 National Planning Conference session or activity. I understand that I will receive no royalties for such inclusion.

**PowerPoint Usage & Copyright Permission**
All speakers submit their PowerPoint presentations to our audiovisual provider. APA will make these presentations available to conference registrants after the conference. Presentations must follow U.S. copyright laws. APA assumes no liability for speakers’ copyright compliance.

APA may publish this work and distribute it worldwide in electronic media, including on APA’s web site. APA may not edit or abbreviate this work, and I understand that it may be included in compilations with other National Planning Conference sessions.

This grant of permission is nonexclusive. Furthermore, APA may not transfer or assign its right to use this work except that I grant permission to users of APA’s web site to download, view, and/or print one copy of this work for personal, noncommercial use only, provided that they keep intact all copyright and other proprietary notices.

I warrant that I have cleared with any providers of graphics, in whatever form, the rights of APA to reuse those illustrations in the recordings of the National Planning Conference.

I have the right to grant this permission. Specifically, I am the sole owner of the rights in this work or, if I own or created it with others, I have informed APA so that it could obtain their consent as well. This work does not violate or infringe the copyright or other rights of third parties. I also warrant that it contains nothing libelous or unlawful. Forms that are not completely filled out will be accepted as approved permission, and the PowerPoint presentation will be available to attendees after the conference.

I own the copyright in this work, and I grant APA permission share my presentation with the 2015 National Planning Conference attendees. I understand that I will receive no royalties for such inclusion.
CONFERENCE SPEAKER POLICIES

- Every session, discussion, deep dive, or poster MUST include at least one APA member.
- All moderators and speakers MUST be registered for the conference.
- As a professional courtesy speakers are encouraged to speak in NO MORE than two education events (sessions, mobile workshops, discussions, etc.)
- All speakers MUST pre-load their PowerPoint files using the pre-conference portal, or the speaker preview room. You are not allowed to load your presentation directly on the computer in the session room.

REGISTRATION OPTIONS

Deadline: February 19, 2015

Option A: Full Conference, Paid Registrant Speaker

The speaker registration fee for the full conference is $730 and speakers are encouraged to register online at www.planning.org/conference starting mid-December. Paper registrations are accepted with an additional $50 paper processing fee.

Full registration includes: all conference sessions, an awards luncheon invitation, a complimentary drink at the Exhibitor Meet and Greet Reception and training workshops. Tickets to events such as mobile workshops, orientation tours, GIS workshops, or other special events are available for an additional fee.

Speakers who do not complete their conference registration by February 19, 2015 will be required to pay the prevailing rate ($780 after February 19, and $830 after March 19) via invoice, and risk cancellation of their speaking slot.

Speakers who have confirmed their participation but do not attend the conference are expected to pay the invoice. Speakers who send an e-mail to speakerinfo@planning.org cancelling their conference attendance will have their invoice voided.

Option B: Non-APA member, Non-Paying Guest Registrant Speaker*

Guest registration (badge only) entitles the speaker to attend the one session at which he or she is speaking without a fee. The registration is valid for attending that session only and is not available to APA members. The registration does not allow the speaker to participate in any other conference sessions, nor purchase tickets to events.

One of these two criteria must be met to qualify:

**Criterion A:** The speaker works principally outside the field of planning and is not an APA member. Examples are a mayor, a city engineer, or a neighborhood resident.

**Criterion B:** The speaker is an academic who does not teach planning and is not an APA member. Someone who teaches economics, for example, would qualify.

APA members do not qualify for guest registration. *Criteria strictly enforced, no exceptions*
Option C: Discounted Conference Rate (for specific APA members)
Speakers must register by February 19, 2015.

APA members who are students, new professionals, life, or retired members may register at the discounted rate offered to them. Paper registrations are accepted with an additional $50 paper processing fee.

Discounted registration includes: all conference sessions, a complimentary drink at the Exhibitor Meet and Greet Reception and training workshops. Tickets to events such as the Awards Luncheon, mobile workshops, orientation tours, GIS workshops, or other special events are available for an additional fee.

Speakers who do not complete their conference registration by February 19, 2015 will be required to pay the prevailing rate, and risk cancellation of their speaking slot.

Speakers who have confirmed their participation but do not attend the conference are expected to pay the invoice. Speakers who send an e-mail to speakerinfo@planning.org cancelling their conference attendance will have their invoice voided.

PRESENTATION MATERIALS

PowerPoint Presentations
Upload window opens: March 23, 2015

Before the Conference
Speakers MUST submit their PowerPoint to APA’s audiovisual provider prior to their presentation. Before traveling to Seattle, speakers can submit their presentation online beginning March 23, 2015.

Or, speakers can submit their PowerPoint file using the Speaker Preview Room four hours prior to the start of their presentation. You are not permitted to load your file locally on the computer in the session room. Please plan accordingly.

Onsite Instructions
All speakers must check in at the Speaker Preview Room (309/310) at least four hours prior to their presentation.

Speakers that submitted their PowerPoint online will have time to review their presentation and make sure all fonts appear as expected and all sound and video clips are working properly. You may edit your presentation in the Speaker Preview Room. Audiovisual personnel will re-save your presentation to the server and it will be loaded on the computer in the session room. Each presentation room is staffed with an audiovisual person who will assist in starting each presentation.

If you have not pre-submitted your presentation or you would like to submit an updated file, bring your presentation to the Speaker Preview Room on a CD-ROM, compact flash card,
memory stick, multi-media card, SD card, or laptop at least four hours prior to the scheduled time of your presentation.

Audiovisual technicians will be available to ensure that every presentation runs smoothly.

**Speaker Preview Room Hours**

The speaker preview room opens 30 minutes before the first session of the day, and closes 30 minutes after the start of the last session of the day.

<table>
<thead>
<tr>
<th>Day</th>
<th>April 17</th>
<th>1:00 p.m. – 5:00 p.m.</th>
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<tbody>
<tr>
<td>Friday</td>
<td>April 18</td>
<td>7:00 a.m. – 4:30 p.m.</td>
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<tr>
<td>Saturday</td>
<td>April 19</td>
<td>9:00 a.m. – 6:00 p.m.</td>
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<tr>
<td>Monday</td>
<td>April 20</td>
<td>6:45 a.m. – 4:45 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>April 21</td>
<td>7:15 a.m. – 11:30 a.m.</td>
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**Handouts (optional)**

**Deadline: April 1, 2014**

We encourage all presenters to produce handouts or provide resources for their session. In our ongoing effort to reduce waste, we encourage you to submit your handouts for posting on our website, instead of printing copies for all attendees. Submit handouts by April 1, 2015 to speakerinfo@planning.org to ensure that they are available during the conference.

**PowerPoint files will not be posted until after the conference ends.**

You must include the title of your session, function code, and date and time of your session. Handouts submitted after April 1, 2014 will be posted after the conference concludes. You may choose to provide handouts for the attendees in your session. APA does not reproduce handouts, nor does the Speaker Preview Room have a copier. Only handouts sent to speakerinfo@planning.org will be available to attendees post conference. Session rooms will accommodate approximately 200 people, but an average session draws 100. A few very popular sessions will draw more than 200 attendees. Plan to make adequate copies, bring copies with you, or plan to use a copy store when you arrive in Seattle.

**Certification Maintenance**

To ensure that your session qualifies for AICP Certification Maintenance credits please consult the items below and adjust your session to meet these requirements. In addition, you must enter your biographical information online (see My Bio above).

Sessions must:
- Be designed to meet a specific planning-related training objective.
- Be led by one or more experts on the subject.
- Be designed to teach subject matter appropriate in depth and scope and at a level beyond a planner with at least two years of professional planning experience.
- Be non promotional in nature.
• Address demonstrated educational needs.
• Communicate a clearly identified educational purpose or objective.
• Use learning methodologies and formats that are appropriate to the activity's educational purpose or objectives.

Copyright Compliance
All presenters are responsible for abiding by copyright laws. APA is not responsible for material used in presentations which is in copyright violation.

1. You need permission to use others' work and you must credit them. This includes photographs; diagrams; video clips; excerpted pages from codes or zoning regulations; any image found online; pictures; cartoons; product images; scanned copies or screen captures of printed materials; and any other image or document that has been created by someone other than you. This also pertains to conference handouts. Do not distribute written materials for which you have not obtained permission.

2. If you find an image or document that you would like to use, contact the creator or author! Because you are using the material for educational purposes, most people and organizations will not charge you for use of their intellectual property.

3. If you have been granted permission to use another's work, credit the author or creator using a text box in your presentation or on the handout. Include the author/creator's name and organization and be sure to note that the material is "used with permission."

4. If you are in doubt about whether your use of an image or document violates copyright law, DO NOT USE IT.

5. For more information about copyright laws, please visit www.copyright.gov. The "Copyright Basics" circular at www.copyright.gov/circs/circ1.html provides a useful summary of copyright laws.

Communicating with APA

APA conference staff will contact you via e-mail. Visit https://www.planning.org/myapa/form/contactinfo/ to update your member profile with a valid e-mail address.

Contact APA at speakerinfo@planning.org with any questions or concerns.
PRESENTATION TIPS & TRICKS

Your Assignment
Work with your session organizer or moderator to determine the program’s scope and purpose. Find out how your presentation fits into the session’s content, and prepare a presentation that engages participants.

Your Audience
Planners are adult learners and prefer speakers who are interesting and entertaining; but the primary desire is for practical, realistic suggestions. Don’t rely on too many jokes, personal anecdotes, or lengthy descriptions of past triumphs. Conference audiences feel pressures in current work and need useful and up-to-date information. They are looking for immediate application. Cover procedural steps, policy issues, implementation tools, and problems. Think of your position as one who is giving useful advice. Your audience will consist of attendees with a wide knowledge base. It is advisable to gear your presentation so that it will resonate with more advanced planners. As a reminder, sessions which qualify for CM credit are not introductory in nature, so be sure to provide a more advanced perspective.

Approach to the Subject
Provide a two-minute introductory statement explaining the organization of your talk. Get to the point of your presentation quickly—most presentations are only 20 minutes. When introduced say, “Thank you, Mr./Ms.....” and get right into your subject. Provide the information or tips you wish you had the first time you encountered a particular problem. Discuss typical problems and avoid unique situations. Describe techniques to be used, methods of handling problems, and pitfalls to avoid. Emphasize what is transferable to another community. Don’t spend too much time on the history of the project. Say more about fewer subjects rather than saying a little about many subjects.

Use Visual Aids
Audiences retain information that they see and hear better than information only seen or only heard. Something as simple as a brief quote or diagram can add to the educational soundness of your presentation. Before venturing into more high-tech visual presentations, make certain you have mastered the equipment and its quirks. Make certain you can keep a presentation going smoothly even when audiovisual problems crop up. Practice your talk and rehearse thoroughly with your audiovisual equipment.

Converting Your Ideas into an Effective Visual Presentation
- Prepare an outline and select your most salient points. Don’t expect to incorporate everything you want to say onto the slides.
- Do not fill the slide with text. Aim for fewer words per slide and have people focus on you for examples and explanations.
- Use images to illustrate a point or help people imagine a new concept. Avoid gratuitous images. If what you are saying is important but the image is unrelated, the image may distract people from hearing what you say.

Delivering Your Presentation
• Plan your delivery, but do not read your talk or repeat exactly what appears on the PowerPoint slide.
• Speak from notes or an outline.
• Speak directly into the microphone loudly enough for all to hear. Check the microphone and ask the audiovisual staff person or your audience if they can hear you clearly.
• Budget your time. Plan to use all of your allotted time, but do not run over.
• Refer the audience to other helpful sources of information you may know about.
• End with a bang. For effect your final words should be as well chosen as your opening words.

A Few Important Don'ts
• Don’t ignore the microphone. Always speak into a microphone so attendees in the back of the room can hear you. Don’t forget your audience. Tell attendees to use a standing microphone to make their comments, so the post-conference audio will be top-notch.
• Do not use profanity, tell off-color stories, or tell stories in which racial, ethnic, gender, or religious groups are derogated.
• Never apologize. The audience wants you to think highly of yourself and to do well; the audience wants to be part of a successful program.
• Do not begin by criticizing any handout materials or the value of your presentation and knowledge.
• Do not malign the host organization, your host, or your moderator, no matter how frustrated you may be. You will appear both ungracious and unprofessional. Address your problems in private; appear unflappable in public.

SLIDE LAYOUT
Use your best discretion when preparing your slides. Your goal should be to create a simple to read, but visually appealing presentation which compliments your presentation. Please be sure to include the required information on your first two slides (see below).

Layout:
• Simple and bold is best; don’t use busy backgrounds
• Make sure there is good contrast between the text and background
• Keep intense colors to a minimum
• Use consistent text placement
• Don’t over-animate with transitions

Fonts:
• Select simple bold styles: serif fonts are difficult to read
• ALL CAPS is very difficult to read
• Keep subtext to 7 lines
• Font size
  o  Headline text 32-36
  o  Sub-text 28-32
  o  Second level text 24-28
Images:
- For your presentation to run smoothly, image files must be a reasonable size (less than 100 KB)
- Save image as:
  o JPEG or GIF
  o 72-300 dpi
- Save image to desired size prior to inserting in presentation; decreasing image size in PowerPoint does not reduce actual file size

REQUIRED SLIDES:

First Slide:
- Session title
- Session function code
- Presentation title
- Presenter name
- APA’s 2015 National Planning Conference

Second Slide:
- Key Learning Objective 1
- Key Learning Objective 2
- Key Learning Objective 3

Technical PowerPoint Guidelines
We recommend PowerPoint for all users. Web browsers with typical plug-ins will also be available. If you plan to use something besides Real Networks Real Player®, Flash®, Shockwave®, or Windows Media Player®. You can also contact PSAV Support via e-mail at cmssupport1@psav.com or phone at (214) 210-8037 to ensure your presentation will work properly.

The computers in the presentation rooms will be Windows-based PCs with Microsoft PowerPoint Office 2010 or newer installed. Presentations created both on PC and Macintosh platforms should work, but verification of proper performance, particularly if video is included in the presentation, is essential. All videos should be in .avi or .mpg (not .mov) format so they will run properly on the computers provided. Additionally, Macintosh users should name their presentations with a “.ppt” suffix.

View your presentation on your computer screen from a distance of 10 feet. If you are having trouble reading your monitor, the effect will be the same when projected.
MODERATOR TIPS & TRICKS

At the conference, the moderator keeps the session presentation running smoothly. The moderator must prepare all speakers for the session so they understand clearly what is expected of them. Inform speakers of the date, time, and location of the presentation. Be precise and firm with speakers about the amount of time allocated to their presentations. While most speakers will try to comply with the time limits, few are aware of their pace when actually presenting.

Prepare the audience to listen by introducing the session and its purpose and key learning objectives. Introduce all speakers. You can obtain speaker biographies by reviewing them within the online conference program. Gather this material ahead of time to avoid last minute glitches. Introductions should be informative, but brief; warm, but professional.

Please read the announcements provided on each of the podiums. Alert the audience to handouts, evaluation forms (if they exist), and places to deposit forms or get additional materials. Be sure to review the key learning objectives of the session.

All sessions must have time for discussion. Sessions are one hour and 15 minutes; leave 15 minutes for discussion. Audiences become frustrated and lose concentration if they are not permitted to interact with presenters. The discussion can be broken up throughout the session if the moderator keeps track of time carefully. You may want to prepare introductory, transitional, and closing PowerPoint slides.

When a Speaker Runs Over Time

- Alert speakers to time limits in the session planning stages and inform them that all time limits will be strictly observed.
- Remind speakers of their time limits before the session begins; tell them you will signal them as they come to the end of their time.
- Alert a speaker that he/she is coming to the end of his/her time. One or two minutes before the end of the talk, call “time” softly to the speaker or pass him/her a paper with the remaining time.
- End the presentation if a speaker goes over time. Stand, walk toward the speaker, and perhaps put a hand over the microphone. Use an approach comfortable for you.
- Use appropriate measures when a speaker is a flagrant violator of the time. After the session, tell the speaker in private about the problem, calmly, firmly, and politely (although you may feel none of the above at the time).

Preparing the Session Room

Although it is not a moderator’s official responsibility to solve technical problems, well-prepared moderators will possess a rudimentary knowledge of the session equipment. Audiovisual staff will be floating between session rooms to make certain all presentations have loaded correctly. Support staff is also in the Speaker Preview Room.

Fifteen minutes prior to the start of the session, survey the room. Run through a checklist of items:
• Lights: locate switches and find out how to raise and lower the lights; if the switch is not close to where you’ll be, recruit someone to handle the lights. Ensure that the lights will be dim enough to see slides or overheads and bright enough that speakers can still read their notes.
• Equipment: locate the audiovisual equipment and make sure it’s what you need; test to see that equipment works properly.
• Microphones: make sure they work properly; know how to adjust them and turn them on and off.
• Handouts: designate a place or a person to distribute handouts.
• Question Forms: place question forms on the seats.

**Handling Questions**  
Each session room will be equipped with a standing microphone for attendees to use when asking questions. It is important that you have attendees use this microphone so the entire audience can hear and the questions can be recorded.

Some moderators pass out question forms to the audience. Ask someone to circulate through the audience and collect the questions for you. This focuses the Q&A so more questions can be answered. It also assures that all questions will be recorded.

**Closing Remarks**  
The moderator should be firm with time limits and warn the audience when a session is drawing to a close. Close the session promptly and invite the attendees to follow up individually with speakers outside the session room. Conclude a session with a short thank you to all the speakers.