WE20 Virtual Semi-Live & On-Demand Session Toolkit
Speaker Guidelines for Pre-Recorded Sessions

Thank you to agreeing to speak at WE20 and for your role in making the transition to a virtual conference possible! All speakers must adhere to the speaker guidelines and due dates; failure to do so puts your session in risk of being disqualified.

**Purpose**: The purpose of this document is to outline the steps to produce high-quality semi-live and on-demand sessions that will be made available on the WE20 Virtual Conference platform. This document includes:

1. Speaker deadlines.
2. Resources to help you create a virtual session.
3. Changes to session formats and time limits.
4. Recommended session content outline.

💡 PRESENTING ONLINE IS DIFFERENT THAN PRESENTING IN PERSON! Use this document and available resources to create an engaging virtual session.

<table>
<thead>
<tr>
<th><strong>IMPORTANT DATES</strong></th>
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<tbody>
<tr>
<td>☐ <strong>August 29, 2020</strong>: Finalize your session content using the <a href="#">WE20 PPT</a>.</td>
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<tr>
<td>☐ <strong>September 26, 2020</strong>: Deadline to record your session, rename the file and upload it to SWE’s Dropbox (link provided below).</td>
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<tr>
<td>☐ <strong>September 26, 2020</strong>: Upload your presentation and speaker(s) photos to <a href="#">SWE’s online abstract management system</a>.</td>
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<tr>
<td>☐ <strong>October 1, 2020</strong>: Deadline for WE20 speaker registrations.</td>
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<tr>
<td>• SPEAKERWE20 – 50% discount from your prevailing registration fee – non-members</td>
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<tr>
<td>• SPEAKERMEMWE20 – 75% discount from your prevailing registration fee – members</td>
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**Resources**

- [WE20 Speaker Resources](#)
- **Required** - [WE20 PowerPoint Template](#)
- [WE20 Speaker Presentation Checklist](#)
- Talk Nerdy to Me, Melissa Marshall (3:58)
- Best Tips for Virtual Presentations (6:34)
- The Easiest Way to Add Visual Context
- Virtual Meeting Tips: How to Engage Your Audience (5:26)
- Engagement Tips – Passive engagement is required; active engagement is the GOAL!
Important Changes to Format & Time Limits

The WE20 Virtual Conference includes 3 session formats. All formats were reduced in time to accommodate virtual learning.

1. **Live Sessions:** Live sessions are scheduled and conducted live on the WE20 Virtual Conference platform. Speakers are required to use webcams and their presentation to deliver sessions live at a scheduled time.
   - Time limit: Lectures and panel discussions are 45 minutes. Plan to use approximately 30 minutes for your session content and 15 minutes for questions and answers (Q&A).

2. **Semi-Live Sessions:** Semi-live sessions are pre-recorded sessions that are released on a specific day and time. Speakers are required to log-in to the WE20 Virtual Conference platform when the pre-recorded session is playing to answer questions via chat.
   - Time limit: Lectures and panel recordings should be no longer than 30 minutes.
   - Time limit: Lightning talks should not be longer than 15 minutes.

3. **On-Demand Sessions:** On-demand sessions are pre-recorded sessions available to play within the WE20 Virtual Conference platform without chat.
   - Time limit: Lectures and panel recordings should be no longer than 30 minutes.
   - Time limit: Lightning talks should not be longer than 15 minutes.

Because of reduced session times, speakers can reduce a learning outcome from the original submission. Please also update the proposal in SWE’s online abstract management system because this content will be transferred to the WE20 Virtual Conference platform.

SESSION GUIDELINES

To create quality WE20 learning experiences, all speakers must adhere to the steps outlined below. Each recording will be reviewed to ensure the content meets the established guidelines. If your recording does not meet the guidelines, you will be required to re-record your session within a few days.

☐ **STEP 1: Use the WE20 PPT Template.** Plan to present your session using the WE20 PPT template to provide a consistent look and feel to all conference presentations, making viewers feel they are a part of the WE20 experience.
   - Refer to the speaker notes within the template for best practices for each slide.
   - Keep slides simple and clean.

☐ **STEP 2: Use the Prepared WE20 Content Outline.** Use the WE20 content outline located below and in the WE20 PPT template notes.
☐ **READ THE WE20 OPENING SCRIPT:** Select one of the opening script options available on the [WE20 Speaker Resource webpage](#).

☐ **INTRODUCE THE SESSION:** Introduce the topic of your session including:
- What problem you are addressing.
- Why it is relevant to WE20 attendees.

☐ **INTRODUCE YOURSELF:** Share three things about yourself including:
- Two items about your experience with your session topic.
- One random thing about yourself and SWE.

☐ **LEARNING OUTCOMES:** Share your session learning outcomes. Learning outcomes should answer the question – what will learners be able to do after your session?
- Due to reduced session times, present the learning outcome(s) that are the most relevant to the general WE20 attendee. Refer the learning outcomes you submitted in [SWE’s online abstract management system](#) and update as needed.

☐ **ENGAGEMENT METHODS:** Remember that virtual sessions are different than live sessions! Virtual learners are looking for your expertise and advice that they can apply to their own experiences. SWE recommends using the techniques listed here to build engagement into your session.

☐ **IDENTIFY SOLUTION(S) TO THE IDENTIFIED PROBLEM:** It is often best to identify 1 or 2 strong solutions that learners can easily implement rather than many solutions.
- Remember that attendees come from a variety of personal and career backgrounds. Recommend solutions that appeal to SWE’s diverse membership.

☐ **CONCLUSION:** Summarize your content reminding attendees of the learning outcomes and the identified solution(s).

☐ **SOCIAL MEDIA:** Encourage attendees to share their participation on social media. If you feel comfortable, you can also share where attendees can connect with you online.
- #PracticeCuriosity #WE20

☐ **SURVEY:** Encourage attendees to complete the WE20 session survey by scanning the QR code included below and on the WE20 PPT template.
ENGAGEMENT BEST PRACTICES:

- Present a problem, including why it is relevant to attendees, at the beginning of the presentation. Throughout the presentation, refer to the identified problem and provide key steps attendees can implement within their own lives.

- Stories are great to share!

- Plan reflection questions throughout – providing a short amount of time (2 – 3 seconds) for attendees to reflect on questions pulls them into the learning process.

- Ask attendees to write action items down.

- Use visuals, graphics and media more than text.

- Panels can present content in gameshow format where moderator asks questions and panelists answer questions. Be sure to carefully plan out a script beforehand.

IN YOUR POWERPOINT

☐ Use easy-to-read font (size 20 or bigger).
☐ Avoid unusual colors and busy backgrounds.
☐ Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide)
☐ Write in sentence fragments using key words.
☐ Limit the use of animations, builds, or effects.

Please note that if your session does not pass the quality review, you will need to re-record your session within a short timeframe.

☐ STEP 3: Record Your Presentation by September 26. Recording your session will take time and preparation to get right. Use the WE20 Speaker checklist to ensure your session meets the guidelines PRIOR to recording your session.

☐ STEP 4: Rename Your Recording File. SWE is requiring speakers to rename the recording files to session type + last 6 numbers of the session number + first 4 letters of the title (i.e, SL_000148_saving the world one, OD_001273_breaking free from barriers).
• Session Type will either be Semi-Live (SL) or On-Demand (OD).
• Last 6 number of your session ID (SWE’s online abstract management system).
• First 4 words of the session title (000148_saving the world one).

☐ STEP 5: Save It to SWE’s Dropbox Account by September 26. Once you have renamed your recording file, upload it to SWE’s Dropbox account. SWE will perform a quality review check of the recording and upload it to the WE20 Virtual Conference website.

☐ STEP 6: Upload Speaker Photos and A Copy of Your Presentation. Speaker photos and presentations are critical components of a virtual learning; therefore, all speakers are required to upload them directly to SWE’s online abstract management system no later than September 26, 2020.

  ▪ Save your PPT slides as a two-slide handout view prior to uploading.

This content was created by SWE’s Learning and Development Team. If you have additional sessions, please post them here.

Permissions
By participating as a presenter in this digital environment, you agree to be recorded. If you do not wish to be recorded, please do not participate. Your participation in WE20 sessions indicates consent to the following terms:

  ▪ SWE staff and organizers may record the presentations by video and audio to make the session available online.
  ▪ Presenters must have rights to the content in their presentation and thus give SWE copyright permission to promote the materials and/or recording to SWE websites and to SWE accounts on third-party websites.
  ▪ Presenters retain all ownership rights, including copyright, patents, trademarks, and other intellectual property of content uploaded to these sites.
  ▪ Presenters have no right of approval, no claim for compensation, and no claim (including, without limitation, claims based upon invasion of privacy, defamation, or right of publicity) arising out of or in connection with, any use, alteration, or use in any composite form. Presenters agree and acknowledge that in the event any claims of action arise with respect to their materials or any other actions related to participation in the conference, they act in sole and individual capacity and that SWE does not assume liability for presenters and audience member actions hereunder. See AAG’s event conduct policy.