



Association Media & Publishing
2019 Annual Meeting
Speaker Handbook

Welcome

Thank you for your support of Association Media & Publishing and your commitment to the association publishing industry.

We appreciate your hard work to make AM&P's 2019 Annual Meeting a success!

Here is the information you need to prepare for the 2019 Annual Meeting.

Please note the following dates and deadlines:

May 7, 2019

The following are due to AM&P at rblue@connectivb2b.net

- Session description for website – Page 6
- Headshot & bio (if you haven't sent it already)
- Signed speaker agreement(s) – Page 8
- A/V requirements – Page 9

May 24, 2019

Deadline to reserve room at conference rate at:

[Westin Washington DC City Center](#)
1400 M St. NW, Washington, DC 20005

You can make your reservation:

Option #1 – Online - Reserve your [hotel room online](#).

Option #2 - Call the hotel at (202) 429-1700 and request the "AM&P" room block when making your reservation.

June 3, 2019

Session PowerPoint slides and handouts due to AM&P at rblue@connectivb2b.net for posting on conference website.

June 24 – 26, 2019

AM&P 2019 Annual Meeting
National Housing Center is located at 1201 15th
Street NW Washington, DC 20005

Key Staff and Committee Contacts:

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Association Media & Publishing 2019 Annual Meeting Agenda

Monday, June 24

12:00 – 6:30 p.m.	Registration Open
1:30 – 4:30 p.m.	AM&P 360: Preconference Workshops
5:30 – 6:30 p.m.	Annual Meeting Opening Reception
6:30 – 9:30 p.m.	39th Annual EXCEL Awards Gala

Tuesday, June 25

7:30 a.m. – 4:30 p.m.	Registration Open
7:30 – 8:30 a.m.	Breakfast with the Exhibitors
8:30 – 8:35 a.m.	Opening Remarks
8:35 – 9:15 a.m.	Opening Keynote – <i>Jean Ellen Cowgill</i>
9:30 – 11:15 a.m.	Concurrent Sessions
11:15 – 12:15 p.m.	Time with Exhibitors
12:15 – 1:00 p.m.	Lunch
1:15 – 2:00 p.m.	Concurrent Sessions
2:00 – 3:00 p.m.	Roundtables, Break and Exhibits
3:15 – 4:00 p.m.	Concurrent Sessions
4:14 – 5:00 p.m.	Concurrent Sessions
5:00 – 6:00 p.m.	Networking Reception

Wednesday, June 26

7:30 a.m. – 4:00 p.m.	Registration Open
7:30 – 8:30 a.m.	Breakfast with the Exhibitors
8:45 – 9:30 a.m.	Concurrent Sessions
9:45 – 10:30 a.m.	Concurrent Sessions
10:30 – 11:30 a.m.	Roundtables and Exhibits
11:30 – 12:15 p.m.	Concurrent Sessions
12:15 – 1:30 p.m.	Luncheon Closing Keynote – <i>Ken Crerar</i>
1:30 – 2:30 p.m.	Ice Cream Social & Raffle Prizes with Exhibitors

General Information

Conference Check-in

The Check-in and Information desk is located outside of the Crystal Ballroom.

- Monday, June 24: 12:00 – 6:30 p.m.
- Tuesday, June 25: 7:30am – 5:00 p.m.
- Wednesday, June 26: 7:30 a.m. – 4:00 p.m.

Hotel Reservations

A block of rooms has been reserved for AM&P attendees at 1400 M St. NW Washington, DC 20005.

We have reserved a limited block of sleeping rooms for conference attendees at a group room rate of \$289/night for single/double occupancy, exclusive of taxes and fees. The room block is available until **Friday, May 24** and may sell out prior.

IMPORTANT: *Make your reservations as soon as possible.*

Option #1 – Online - Reserve your [hotel room online](#).

Option #2 - Call the hotel at 1-800- WESTIN1 and request the “AM&P 2019 Annual Meeting” room block when making your reservation.

Registration

As a speaker, you are eligible for a discounted rate to attend the Annual Meeting (including the exciting AM&P 360 Pre-Conference Event on Monday) for only \$350.

All AM&P Annual Meeting speakers must register using the appropriate discount code below at <http://www.siaa.net/ampannual/Register-Now>:

SPEAKER FULL CONFERENCE REGISTRATION — \$385 AM&P Members and \$600 Non-Members (including Monday’s AM&P 360 Pre-Conference)

- **360SPKM** = \$385 rate for Member Speakers attending AM&P Annual Meeting
- **360SPKN** = \$600 rate for Non-Member Speakers attending AM&P Annual Meeting

SPEAKER – ONE-DAY REGISTRATION — \$175 AM&P Members and \$350 Non-Members

- **360SPKM1** = \$175 rate for Member speakers that stay the day of their session
- **360SPKN1** = \$350 rate for Non-Member speakers that stay the day of their session

SPEAKER – ONE SESSION REGISTRATION — \$0

- **360SPKC** = Comp registration for Member and Non-Member speakers that only stay for their session only.

Share the Wealth

Bring several copies of your best magazines, journals, newsletters, show issues, buyers guides, special advertising sections, annual reports, media kits, event promotional materials, or other publications to inspire your colleagues. When you arrive, AM&P staff will direct you to the display tables.

Session Materials and Handouts

Association Media & Publishing will not provide printed session presentation materials or handouts for attendees. All PowerPoint slides and handouts (if you have any) are due via email to AM&P at rblue@connectivb2b.net by **June 3, 2019**, for inclusion on the Annual Meeting website. For slides, the

subject line must include “AM&P 19 Slides” and the title of the session. For handouts, the subject line must include “AM&P 19 Handouts” and the title of the session.

Conference Attire

Business casual attire is appropriate for conference sessions and receptions. It’s best to wear layered clothing as meeting rooms tend to fluctuate in temperature.

EXCEL Awards Gala

Monday, June 24, 2019

6:30 – 9:30 p.m.

[EXCEL Awards Gala Registration](#)

Travel

The National Housing Center is located at [1201 15th Street NW Washington, DC 20005](#). The venue can easily be accessed by the Metro to Farragut North or McPherson Square.

Social

Share with others that you will be speaking at AM&P Annual using conference hashtag #AMPAnnual19.

Follow AM&P on twitter [@AssnMediaPub](#). Include the conference link in your post:

<http://www.siaa.net/ampannual>



Planning Your Session

Session Length

Concurrent sessions are scheduled for 45 minutes. If you have co-presenters, you should work together on timing, and make sure you include time for questions from the audience. Attendees have 15 minutes to get to their next session.

Session Content

Your presentation was selected because the topic is current, relevant, and takes a fresh approach. When planning your presentation, think about what makes the topic important and what new perspectives you can share with the audience. It is the goal that every session at the AM&P Annual Meeting offers attendees **practical, useful information** that they can implement upon their return home. Note that the audience for your session is primarily composed of association and nonprofit media and communications professionals. Please be sure to note if your session is to be focused on **Practical, Strategic, or Leadership**.

As you prepare, think about value-added features, such as resource documents, case studies, budgets, timelines, or other tangible examples that can help attendees put concepts into practice. Wherever you can, give real-world association/nonprofit examples.

Note: Slides and handouts will **not** be printed for distribution to attendees. They will be made available on the [2019 Annual Meeting website](#). All PowerPoint slides and session handouts are due via email to AM&P at rblue@connectivb2b.net by **June 3, 2019**, for inclusion on the website. All session descriptions (and bios and headshots if you haven't sent already) are due via email to AM&P at rblue@connectivb2b.net by **May 7, 2019**, for inclusion on the website. For session descriptions, the subject line must include the words "AM&P 19 Session Description" and the day/time of the session. You should also send session descriptions to your session host. For slides, the subject line must include the words "AM&P 19 Slides" and the title of the session. For handouts, the subject line must include the words "AM&P 19 Handouts" and the title of the session.

In addition, **please bring your PowerPoint slides on a USB drive to your presentation**. A Windows laptop and projector will be available in the meeting room. There is no need to bring your own laptop to your presentation.

Preparing Your Slides

All speakers must use the AMP19 Presentation Slide Template. When you save your slides, use the filename "AMP 19 Slides" and the title of your presentation. **(WE WILL HAVE THIS TO YOU ASAP!)**

Presentation Tips

Font Selection

The slide template is set to use Calibri. If you must use another font, please use a sans serif font such as Arial or Helvetica as those are more readable. Do not use unusual or fancy fonts because they may not be available on the presentation laptop and the font may not display as you expect it to.

Font Size

The template is pre-set with point sizes for titles and text. If you wish to use other point sizes, avoid using type smaller than 18 points.

Color Selection

Make selections that provide good contrast between the type and the background.

Slide Crowding

If you cannot fit all your text on a single slide and maintain a readable point size, divide your text into two or more slides – at least 18-point text and 50 words per slide are good rules of thumb.

Resizing Artwork

When resizing an image in PowerPoint, make sure you do it proportionately. To do so, hold down the shift key while dragging the object from the corners.

Sound and Video

When used properly, sound and video can enhance a presentation. Be aware, however, that they can complicate matters if you do not package your presentation correctly. Make sure that all sound and video files are saved and emailed along with your presentation and included on the USB drive you bring to the conference. Indicate your need for sound and video on the A/V requirements form on page 8.

File Size

Graphics can bloat a presentation. Resize graphics to 72 dpi (dots per inch) and use the .jpg compression format to keep the file size to a minimum. Avoid using graphics with .tif and .bmp file extensions.

Rehearsal

Prior to presenting, run through your presentation as the audience will see it. This will ensure that you are comfortable with any animations/special effects and that the timings are properly set for individual slides. This also is a good idea for making sure your presentation fits into the time allotted.



Speaker Agreement

Please sign and email this agreement to AM&P at rblue@connectivb2b.net by **May 7, 2019**.

1. I agree to comply with all program-related deadlines provided to me by Association Media & Publishing, including but not limited to deadlines for handouts and A/V requests.
2. During my presentation, I will not engage in any type of promotional marketing or selling of any product or service. In addition, I will support the mission of Association Media & Publishing and strive to promote a positive image of Association Media & Publishing.
3. I agree to notify Association Media & Publishing immediately in the event that an emergency should prevent me from meeting my obligation as a content leader.
4. I grant to Association Media & Publishing a royalty-free license to use, reproduce, and distribute my presentation (including all handouts and PowerPoint presentations) in any way in the future, with appropriate attribution to me. I understand that this license does not change the fact that I retain copyright ownership of my presentation, and does not prohibit me from using my presentation in any way or from allowing others to use it.
5. I agree to use the PowerPoint and handout templates and logos provided to me by Association Media & Publishing for any PowerPoint presentation and/or handouts I may utilize in connection with the program, and I agree not to use these templates and logos in any way except in connection with this or other Association Media & Publishing programs.
6. To the best of my knowledge, my presentation does not violate any proprietary or personal rights of others (including any copyright, trademark and privacy rights), is factually accurate, and contains nothing defamatory or otherwise unlawful. I have the full authority to enter into this agreement and have obtained all necessary permissions or licenses from any individuals or organizations whose material is included or used in my presentation.
7. I authorize Association Media & Publishing to use my name, likeness, photograph and biographical data in connection with the use and promotion of the program.
8. I understand that the session may be photographed or videoed for use by Association Media & Publishing.
9. I will be responsible for all travel arrangements and expenses that I incur. I understand that I will not receive any royalties, honoraria, reimbursement of expenses, or other compensation from Association Media & Publishing in connection with the program or the rights granted above.

By signing this Letter of Agreement, and based on mutual consideration, I understand and agree to the above terms and conditions.

Printed Name	Signature	Date
Session Title		



A/V Requirement Form

Please complete and email this form to AM&P at rblue@connectivb2b.net by May 7, 2019.

Name: _____

Session Title: _____

Email: _____

Daytime Phone: _____

A Windows laptop pre-loaded with MS PowerPoint and a projector will be available in each meeting room. If you'll have slides, please make sure they will be compatible and bring them with you on a USB drive. There also will be a remote control for advancing slides.

A Wi-Fi connection will be available.

Each meeting room will include a podium microphone and a lavalier.

Please indicate below the **ADDITIONAL** audio/visual requirements you have for your presentation. Association Media & Publishing will make every effort to accommodate your request.

- _____ Computer audio/video
- _____ Flip chart and markers
- _____ Additional lavalier microphone(s) – How many?
- _____ Wireless hand-held microphone (s) – How many?
- _____ Other _____
- _____ I do **not** have any additional audio/visual requirements

Printed Name	Signature	Date