

COMING TOGETHER FOR ACTION 2020



Speaker Tips



View the most up-to-date conference schedule at together4action.org/schedule

KEY DATES

- **AUGUST 26**
Speaker confirmation deadline
- **SEPTEMBER 5**
Speaker registration deadline
- **SEPTEMBER 15**
Speaker profile & pre-recorded presentation submission deadline
- **OCTOBER 7-9**
Virtual conference

Thanks for being a speaker!

PROMOTE YOUR SESSION

Let people know that you'll be presenting! Share teasers of your presentation before and during the conference on social media platforms such as LinkedIn, Facebook, and Twitter. Don't forget to include the conference hashtag, [#together4action2020!](https://twitter.com/together4action2020)

We're coming together virtually on October 7-9, 2020 to share innovative ideas for strengthening behavioral health services and social justice and you're helping make this conference possible.



If you have any questions that this speaker guide doesn't address, please contact conference@bhjustice.org.



Confirm your participation by **August 26, 2020** by emailing conference@bhjustice.org.

Register for the conference

Registration is required for every individual, including all presenters, attending the conference. Attendees will have access to all on-demand content and live sessions during the conference and for 30 days following the conference through the [Whova event site](#). Networking opportunities and CE credits will also be available.



Register at together4action.org
by **September 5, 2020**

Set up your profile

Once registered, download the [Whova mobile app](#) to complete your profile with:

- Headshot
- Bio
- Name
- Social accounts
- Affiliations

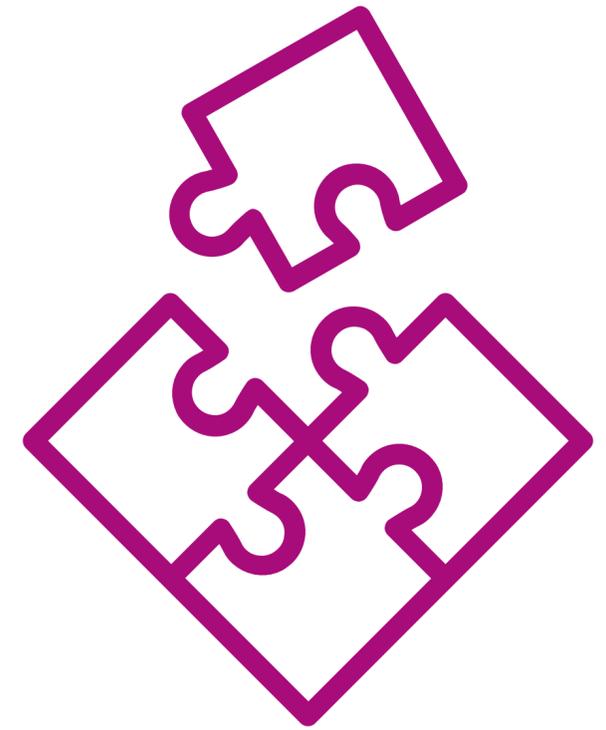
NOTE: Your session will also display in your profile once the conference organizers have assigned you in the Whova system.



Complete your profile
by **September 15, 2020**

Prepare your presentation

Our attention spans are limited to start and participating in a virtual conference means we're even more susceptible to distractions than usual. So, what can you do to keep your virtual audience engaged?



Presentation Best Practices

- Start off with a hook!** Open with statistic, takeaway, or insight that will get your audience's attention right off the bat.
- Introduce yourself** briefly and let people know how they can connect with you during and after the conference.
- Keep it to key takeaways** rather than overburdening it with too many details.
- Make sure slides **highlight key points** or expand on what you are going to say. Instead of putting your entire script on the slides, use them as a roadmap.
- Control the flow of information.** Your audience will read every slide as soon as it's displayed, so make sure the content on the screen is directly relevant to the point you're making.
- Provide a quick summary.**
- Close with contact information** and where to download slides.



Slide Design

- Set “Slide Size” to “Widescreen (16:9)”.
- Make fonts 16pt or larger.
- Use dark text on a light, plain background (it’s easiest to read).
- Avoid overlaying text on an image.
- Avoid clutter, i.e., too much content on each slide.
- Use bullets rather than paragraphs.



Download a conference-branded PowerPoint template at together4action.org/speakers



Digital Poster Design

- **Format:** Single page PDF
- **Dimensions:** 16:9 aspect ratio recommended, ex. 48” wide x 27” high
- **Max file size:** 25MB

Suggested Components

TIP: Aim for 1,000 words or less. Emphasize the key finding.

- | | |
|---|---|
| <input type="checkbox"/> Title, Author | <input type="checkbox"/> Results |
| <input type="checkbox"/> Introduction | <input type="checkbox"/> Conclusion |
| <input type="checkbox"/> Hypothesis | <input type="checkbox"/> References |
| <input type="checkbox"/> Methods | <input type="checkbox"/> Acknowledgements |
| <input type="checkbox"/> Key finding | <input type="checkbox"/> Images with captions |



All of the slide design tips also apply to posters. For additional tips, check out these resources:

Watch Mike’s video on designing a better poster at youtu.be/1RwJbhkCA58

View Colin’s design tips & templates at colinpurrington.com/tips/poster-design

Download a PowerPoint poster template at together4action.org/speakers

You can create your poster using PowerPoint, [Canva.com](https://www.canva.com), Adobe Illustrator, or any other appropriate program.

Set the stage

Whether you're pre-recording your session or presenting live, here are some tips for looking and sounding your best!



Computer & Connection

- Record in a place where you can get the strongest internet connection. If possible, connect directly to your router through an ethernet cable.
- Close all unnecessary computer programs and browser tabs.
- Eliminate possible distractions by disabling all computer pop-ups and turning off your phone.

Sound

Please use an auxiliary microphone, headset, or even earbuds with a mic, rather than relying on a built-in computer microphone to capture quality audio.

- Place your microphone as close as possible to you without it rubbing against any clothing.
- Don't record in an empty room. Pick a room with enough "stuff" to absorb/deflect sound.
- No loud noises! Pick a location without any distracting background noise or activity.



Camera

A built-in computer webcam usually works well enough, but you'll want to frame yourself so you're not a floating head!

- Sit about an arm's length away from the camera.
- Set the camera height at eye-level. You don't want to be looking up or down at the camera. Your eyes should be about two-thirds of the way from the bottom of the screen with some of your shoulders showing.
- Make sure your background is appropriate. Declutter or remove distractions.

Lighting

Take advantage of natural light whenever possible, but avoid overly bright, direct light. Direct sunlight creates shadows on the face. Cloudier skies result in a softer, more pleasant light.

- Have a diffused light source in front of you.
- Turn off bright overhead lighting.
- Check for strange shadows on your face or in the background.



You

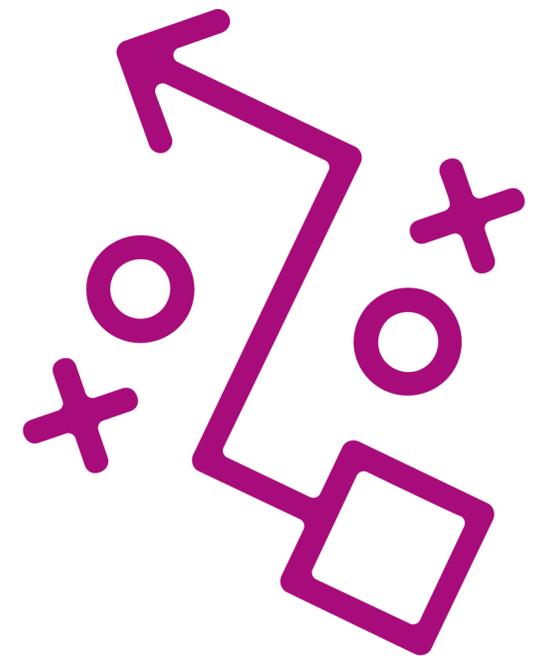
It can be easy to fall into a monotone voice when talking to a computer instead of a room, but we know you're passionate about your work! Channel that energy and present as if you are talking to a friend, not your camera.

- Dress professionally, as you would for an in-person conference.
- Avoid clothing with prominent logos unless you intend to endorse that brand.
- Look directly at the camera when you're talking, not the screen.
- Keep your head and body reasonably still.
- Speak clearly and with inflections.
- Make sure you can easily reach the computer to advance slides or use a wireless clicker.



Test, and test again!

Whether you are pre-recording your session or presenting live, we recommend recording a dry-run of your presentation from start to finish. Not only will this practice help you get familiar with technology and check your timing, you'll also be able to watch the recording and make improvements.



Pre-recorded Presentations

Speakers presenting pre-recorded sessions: read on for session time limits, recording tips, and submission instructions.

Select presentations will be live; conference planners will coordinate with those speakers.



Pre-recorded Time Limits

- **Posters:** 5 minutes
- **Papers:** 10 minutes per individual paper
- **Symposia:** 50 minutes
- **Panels:** 50 minutes

TIP: Bring in a moderator to introduce speakers, ask questions, and facilitate discussion.

Sharing your slides

Though not required, here's one way of creating a link for your audience to view your slide deck.

 **Follow these steps prior to recording your presentation.**

1. Log into [SlideShare.net](https://www.slideshare.net). (Registration is free!)
2. Upload your slide deck.
3. Set title, description, category, and privacy level.
4. Publish.
5. Click “Share” to view shareable link.
6. Insert link into your slide deck before recording.



Recording with Zoom

1. Log into [Zoom.com](https://zoom.us).
2. Host a meeting to start your session.
3. Make sure that your auxiliary mic is selected.
4. Start your video.
5. Share your screen and select the appropriate application, e.g., PowerPoint, to share your slide deck.
6. Display your PowerPoint as a Slide Show.
7. Move your thumbnail video to the upper-right corner of the screen.
8. Hit Record when you're ready to start!
9. Present!
10. End recording.
11. Leave meeting to start video conversion process.
12. Save the MP4 video to your desktop.



Download a conference-branded virtual background at together4action.org/speakers



Submit your video

You'll receive an email from a conference organizer (*with an email address of event-noreply@whova.io*) with a link to a form where you'll be able to submit your video (MP4) directly to the Whova event platform.

You can also use the form to edit your profile; you may update the form as many times as needed.



Submit your materials by **September 15, 2020**

Submit your poster

If applicable, submit your digital poster (PDF) to conference@bhjustice.org via [WeTransfer.com](https://www.wetransfer.com).

You'll receive confirmation from WeTransfer when the conference planners have downloaded your file.

