American Conference Institute’s

Speaker Packet
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Speaker Information Checklist

Please find below your checklist for your participation in our upcoming conference

» A short biography in paragraph form (approx. 150 words), describing your professional background and accomplishments. The biography will be included in the conference materials that are distributed to all delegates and speakers and will be used by the Chair for introductory purposes. Please email your bio in Word format to the Conference Coordinator.

Sample Biography

JOHN M. DOE is a Partner at Smith, Smith & Smith, LLP in New York City. Mr. Doe graduated, cum laude, from Hofstra University School of Law in 1983 and was admitted to the New York State Bar in 1985. Mr. Doe represents employers in collective agreement negotiations and arbitrations, preparation of employment contracts, workers’ compensation and occupational health and safety matters. Much of his work focuses on helping employers prepare proactive policies to prevent sexual and racial harassment in the workplace. Mr. Doe has written and lectured widely on all aspects of labor and employment law. He is an instructor on employment law at Fordham University. Mr. Doe is also a regular speaker and commentator at business seminars and conferences.

» Refusal of Permission to Use Materials Form. As an express condition of your participation in the conference: Speakers & presenters agree that the American Conference Institute shall have a non-exclusive right to commercially reproduce, publish and distribute any or all speaker-provided materials to our audiences, in any medium or format unless permission is expressly withheld. Speakers & presenters warrant that they are – or have the explicit permission of – the copyright holders of all materials provided by them.

At the end of this packet, please find the Refusal of Permission to Use Materials Form. If you do not want to grant ACI the right to reproduce, publish and distribute materials, you must sign and return the attached Refusal of Permission form by the date designated by the conference coordinator. Please sign and fax back to us at 212-352-3231.

» Luncheon/Audio Visual Requirements/Press Attendance Form. At the end of this packet, please find the Luncheon/Audio Visual Requirements/Press Attendance Form. We need this to know which luncheons you plan on attending, what AV equipment you will need for your presentation and whether or not you wish press attendance at your session of the conference. Please sign and fax back to 212-352-3231.

» A copy of your written materials. Please email a copy of your presentation and any other written materials by the deadline given to you by the Conference Coordinator. A laptop will be provided on-site for you to use during your presentations and feel free to use your own template when creating your PowerPoint presentation.
As a Co-chair, you have agreed to take on an important role, which will prove critical to the smooth operation – and ultimately the success – of the conference.

Responsibilities of the co-chair are:

Making opening and closing remarks of 10 to 15 minutes on each day that you are chairing. Please concentrate your remarks on the substantive issues that will be the focus of discussion during the conference.

Acting as time guardian. As part of your role as time guardian, it is important that you ensure speakers leave 5 to 10 minutes at the end of their presentations for questions from the delegates. We will provide you with time warning cards at the conference to assist you in this.

Introducing, welcoming and thanking individual speakers and panelists. A few days before the conference, we will send you a list of all speaker biographies to allow you to familiarize yourself with the backgrounds of the presenters. These complete speaker biographies will also be included in the delegates’ conference materials.

Generating audience interest in the presentations, leading off question periods and providing continuity and value-added commentary throughout the conference.
About Your Role as Panelist

Panel discussions can be a highlight of any conference program, but only if they are properly planned.

Please find below some guidelines and suggestions for ensuring a successful panel.

There are two different ways to organize a panel: one is more presentation-oriented, the other more discussion-focused. With a presentation-oriented panel, each panelist is given about 15 minutes to do an individual presentation, followed by a discussion amongst the panelist led by the moderator, and finally, questions from the floor.

Alternatively, in a discussion-focused panel, the moderator would lead off the panel by putting questions directly to each of the panelists. In this case, the questions would be pre-determined and provided to the panelists in advance so they have the opportunity to think about them. The panelists and moderator should discuss these two options and decide amongst themselves which option would work best.

The role of the panel moderator is key. If no moderator is listed in the conference brochure, the panelists should choose one amongst themselves. Alternatively, we can ask one of the co-chairs to moderate the panel, just let us know. The moderator should ensure that the panel is organized in advance and that panelists are well prepared. On the day of the conference, the moderator will act as the time guardian, ensuring that all panelists have a fair amount of time to speak. And, in the case that questions are not immediately forthcoming from the delegates, it is important for the panel moderator to have some questions ready for the panel.

It is extremely valuable if the panel moderator and panelists can coordinate their panel session prior to the conference. This will ensure that all the topics listed under your panel in the conference brochure are covered, while avoiding any overlap. If you would like assistance in coordinating a pre-conference meeting or conference call, we can assist you in setting one up. Alternatively, a speakers’ list is included in this package if you prefer to get in touch with your co-panelists directly.

No matter which format your panel takes, it is essential for panelists to be aware of exactly how much time each has to present. Obviously, it is impossible to fit a full presentation into 15 minutes, so you will have to choose carefully the points you want to cover.

It is also critical that, regardless of the panel format, that all panelists put together some form of written materials. Written materials from panelists can take the form of a short narrative paper, PowerPoint presentation or any other documents you think the conference delegates might find useful. The presentations are required no later than the due date given to you by the Conference Coordinator.
About Your Role as Workshop Leader

As a Workshop Leader, you have agreed to take on a considerable responsibility, but one that we hope will bring significant benefit and opportunity to your organization as well.

In addition to having your company promoted as an expert in your field on the conference brochure, the workshop itself presents a valuable chance for you to share your expertise in a very focused and in-depth way with a group of highly targeted delegates. To help you prepare for your workshop, we have included some guidelines below:

Pre- and post-conference workshops at ACI conferences are generally 3 hours in length (please refer to your specific session for details or contact the conference producer). Workshop leaders are encouraged to take one 15-minute break at approximately the halfway point of the workshop. Refreshments will be provided during the break.

It is important to keep in mind that delegates have signed up for your workshop based on the workshop description that appears in the promotional brochure for the conference. Please try to cover all the information that delegates are expecting to receive.

A workshop is intended to be an in-depth examination of an issue that is likely the subject of a talk on the main conference program as well. That means that workshops should be very focused and detailed in the information that they give, in order to provide added value to the delegates. Workshops are also meant to be as hands-on and interactive as possible. Delegates appreciate when workshop leaders are able to incorporate exercises, discussion, role-playing, case study work, etc. into their workshop.

We have also had feedback from delegates that at the beginning of a workshop they like to quickly go around the room (this should take no more than about 20 minutes) and talk about what their organization does or what they hope to get out of the workshop. This information then allows you, as the workshop leader, to tailor the workshop to the specific needs of those attendees, and also lets delegates get a sense of where their organizations stand vis-à-vis the others.

If you are delivering a post-conference workshop, please keep in mind that delegates have already sat through two days of lecture-style presentations. They value the workshops as an opportunity to receive additional, in-depth information through a form of learning that is more interactive.
Speakers’ presentations and materials play an important role in the success of our conferences.

ACI is pleased to feature electronic documentation at most of our conferences. A CD-ROM will now take the place of our previously distributed conference binder. This will provide our delegates with an electronic copy of all your materials to use and share, as well as providing easy access to any late or additional materials that are not received prior to the materials deadline.

American Conference Institute delegates will receive a copy of any slides used during your presentation on the CD-ROM, along with any other materials you provide. Narrative papers, checklists, charts, precedents, overheads, outlines, or other written materials are welcome additions to your presentation. Conference materials enjoy a wide after-conference distribution to corporate, university and professional legal libraries and individuals and reflect very well on you and your organization.

**PAPER FORMAT**

» Use single or 1.5 spacing throughout. Liberal use of Topic Headings and Sub-Headings and spacing between paragraphs will enhance readability.

» Center page numbers at the top of each page

» 1 ¼”Margins on all sides

» Use Times New Roman 12 point or similar font

» Papers range from 10 to 40 pages

**POWERPOINT PRESENTATION FORMAT**

» Title should be 40pt.; Bullet points should be a minimum of 32pt.for readability in the conference room

» Maximum four points per page only

» Please note that all presentations may be reproduced for the binder in black & white. Accordingly, please do charts and graphs with textures instead of colors, otherwise they will be unreadable

» A laptop will be provided on-site for you to use during their presentations and feel free to use your own template when creating your PowerPoint presentation.
10 Tips For Ensuring A Successful Presentation

Below you will find a list of helpful suggestions and tips. These are compiled from the conference evaluations we have received from delegates over the last several years.

1. Ensure that your presentation addresses the bullet points outlined in the brochure. This is what the delegates will be expecting to hear about and is the basis on which they registered for the conference.

2. Review the conference brochure for potential overlap with your topic. If overlap is a concern, please contact the relevant speakers (see attached speakers' list) or the conference producer to discuss. We also encourage you to attend the sessions prior to yours to know exactly what was already said.

3. Focus on the “how,” not the “what.” Delegates tell us the most value receiving practical, “how to” information that they can apply immediately within their own organizations.

4. Limit the amount of time you spend giving background on your company and its products/services (one or two slides at most). This leaves more time to address the main focus on your talk.

5. Do not read from your paper.

6. Leave at least 5 minutes at the end of your presentation for Q&A.

7. Create PowerPoint slides that are easy to read. Ensure that your font size is 32 pt., that there are a maximum of 4 bullets per page only and that your color presentation will be readable from the back of the room (and reproduce well in black & white).

8. Delegates expect to hear from the speaker who is listed in the conference brochure. Please make every effort to ensure that you are the one delivering your talk. When this is absolutely not possible, we rely on you to find a suitable replacement.

9. Ensure that you are thoroughly familiar with how to run your computer presentation. Please submit all presentations by deadline listed above. Delegates expect a complete set of conference materials with a presentation from each speaker. The conference will run more smoothly if we have all PowerPoint presentations prior to the conference. We will save all presentations on our laptop.

10. Please bring a copy of your presentation on a CD or disk as a backup.
How You Can Help Us Market This Event

We are already engaged in marketing the conference with a multimedia effort that includes printed brochures, faxes, emails, media activity, direct sales and the web.

A successful conference is always mutually beneficial therefore, we want to provide you with marketing resources that you might use to highlight your participation so that your clients, prospects, and peers are aware of your significant contribution.

We have found in the past that personal outreach from our speakers to the marketplace is acutely instrumental in building a successful event. We encourage you to consider promoting your role in helping to make this conference a great success.

Ways you can get more involved:

**Brochures:** We make specially coded brochures (offering a discount) available to most speakers for distribution to their colleagues, contacts or friends-of-the-firm, please forward these to anyone who may be interested in registering. If you require additional brochures, please let us know. We can also arrange for a “blind” mailing to your contacts/preferred invitees to preserve privacy and confidentiality. (See below)

**Email & Web:** The event PDF Brochure is online at [www.americanconference.com](http://www.americanconference.com) or you may include this web link in emails to colleagues or clients.

Our website is constantly updated to reflect any changes and we also have social networking functionality so you can add event details to your facebook, linkedin (or other) profile

**Discount:** We have set up a special Priority code for you. When registering by mail, fax, phone, or online, your contacts simply mention the Priority Code found on the back of the conference brochure and automatically receive $200 off the cost of registration! (This discount cannot be combined with any other association or volume discounts)

**Do you have a contact list?** If so, we would be happy to undertake a one-time mailing on your behalf. The mailing can be undertaken by a third party mail house and we guarantee not to use the information you provide beyond a one-time usage (or by agreement).

**Do you have a website?** Why not link your website to ours? You could post a link to the conference, upload the PDF, and use your intranet to spread the word or even detail your entire presentation on your own site!
Food Requirement

I will attend the luncheon:

DAY 1 □    DAY 2 □    BOTH DAYS □

Please list any food allergies ____________________________________________________________

I will not attend either luncheon □

I will attend the Workshop(s) □ __________________________________________________________

(Please specify which one or if you’ll be attending all of them.)

Audio Visual Requirement

I require the following audio visual equipment:

□ LCD PROJECTOR* (for use with PowerPoint Presentations)

□ OTHER, Please Specify ________________________________________________________________

(we require at least 3 weeks notice for any additional Audio Visual Equipment)

*Please send us a copy of your PowerPoint presentation and bring a copy saved on a disk or CD as a backup

Press Requirement

We often have Press attending our conferences. If you do not wish press attendance at your session of the conference, please check □

PLEASE SEND FAX TO: (212) 352-3231
Refusal of Permission to Use Materials Form

Print Conference Name: ________________________________________________________________________________________________

As an express condition of your participation in the conference: Speakers & presenters agree that the American Conference Institute shall have a non-exclusive right to commercially reproduce, publish and distribute any or all speaker-provided materials to our audiences, in any medium or format unless permission is expressly withheld. Speakers & presenters warrant that they are - or have the explicit permission of - the copyright holders of all materials provided by them.

If you wish to withhold permission please complete the form and fax to: (212) 352-3231 – We will acknowledge receipt.

Print Name: _______________________________________________________________________________________________________

Email: ____________________________________________________________________________________________________________

Signature: ________________________________________________________________________________________________________

Date: ____________________________________________________________________________________________________________

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