



Thanks again for agreeing to speak at the Integrated Marketing Summit.

I am sure that your contribution will help make for a terrific event!

The following last-minute notes will make for a smooth and rewarding experience for all of us:

Schedule

1. **Speaking assignments - Double-check the agenda page to see when you are speaking.** We have to schedule programs so that one program doesn't cannibalize another and often times we have to move your program time slot. If there are any issues, please contact me immediately at shawn@integratedmarketingsummit.com or 913-962-1016.
2. **Make sure that you register** - Please visit the IMS web site and register yourself for the city you are speaking. When you get to the payment page please use this discount code **speak10** for your free pass. You must do this or you will not have a badge waiting for you at the registration desk. Trust me it is a lot easier to register in advance than to try and do it at the event.
3. **Education** - Remember your presentation is to be educational in nature, not a sales pitch. Nothing turns off an audience more than a sales pitch. If your content is good, people will want to engage you for more information.
4. **Language** - To date our biggest complaint from IMS attendees has to do with speaker language and or sexist comments. Please be careful not to offend the audience.
5. **IMS Workshops** - Workshops happen the following morning after the IMS event. If you are hosting a workshop there will be a flyer next to the speaker badges with information regarding the location of your workshop. Please do your best to provide tangible items that attendees can take away from your workshop i.e. handouts, case studies, white papers, workbooks, list of action items, resources and or applications to help them be successful.

Presentation Content

1. **Slides**- Each room will have a PC laptop at the podium, loaded with 2007 Power Point. If you are using a different version of power point, you will want to test your presentation on a pc with 2007. In some cases when converting presentations from older versions of power point, your presentation will lose your formatting.
If you are a Mac/keynote user, you have two options, convert the file for power point and test it on a pc prior to the event or bring your own vga connector so we can simply remove the PC and connect your Mac to the room projectors.
2. **Audio Video** - Each room is equipped with a podium, wireless handheld and lavalier mics for sound. Make sure to speak into the mics. The second most common complaint is the speaker is not loud enough. There will be a projector in each room that you connect to via a VGA adapter.
3. **Presentations** - Whether you are doing a one topic, one speaker presentation or multi speaker presentation your presentation should last at least 40-45 minutes giving you 15-20 minutes of Q&A. If you are doing a live panel discussion, then you need to check with

your moderator for instructions on what are to cover and how long your material should last. I personally like to see panel discussions where each person gets 10-15 minutes to cover a particular aspect of a topic, then open up for Q&A. This approach is more like a multi-speaker presentation rather than a panel discussion.

Some moderators prefer to open up the program for open discussion with no formal presentation. If you are doing an open discussion panel, then all you need is a contact slide of all the speakers with your name, job title, company, twitter handle. All I ask is that you attach the IMS logo to this slide if you have not done so already.

4. **Presentation deadline & upload** - Please email your PowerPoint as an email attachment (or use a free service like YouSendIt.com for larger files to upload and send a link to your presentation) to both myself and Chris Harris, Director of Event Management and Sales at Chris@IntegratedMarketingSummit.com and Shawn@IntegratedMarketingSummit.com
5. Do NOT compress or ZIP your files. **All presentations need to be emailed by 12 noon CST on Friday before the event date.**

Day-of Logistics

1. **Bring your presentation on a thumb drive** - Please **bring your presentation with you on a PC USB thumb drive** as a back-up (along with any other media such as video clips), and allow enough time to load it on the presentation laptop if necessary before your session.
2. **Arrive early** - There is only 15 minute breaks between sessions so be prepared to start exactly on time. We will have an A/V person on site in case you have any issues with getting your sound or presentation to work correctly.
3. **Finish early** - The session schedule is very tight. You will get "the hook" and be cut off if you run over your time. especially if you are on a panel. Please be fair to the other panelist by not dominating the discussion.
4. **Overdress** - We recommend formal business attire for speakers, with jackets suggested for all men. Please overdress if in doubt.
5. **Videotaping** - We may decide to videotape your presentation and we need good sound for a quality recording. **Speak clearly and use the microphones. Insist that all audience questions are also audible via mic** (there should be a mic runner in each room for the Q&A portions of the session), or worst-case, **repeat the gist of the question clearly into your mic.**

Speaking Style

1. **Show, don't tell** - Use specifics and illustrative examples. Do not simply read your slides and subject everyone to "Death by PowerPoint".
2. **Engage** - Engage the audience and connect emotionally - this will increase their recall of your information later. If you have a sense of humor, use it liberally. If you don't, please do not get a hernia thinking of one-liners to deliver. Feel free to be informal, and to even use colorful language (although remember that everything will be videotaped and there are ladies in the audience).
3. **Have an opinion** - People want to know what you think. Have an opinion - don't just say "It depends...". Feel free to contradict other speakers during the Q&A about *specific* information you disagree with - just be professional about it.
4. **Short questions & short answers** - Cut off long-winded audience questioners, and deliver very tight short answers. That way there will be room for more rapid-fire

information exchange and no-one will monopolize the conversation. Don't say "I agree with what the last speaker just said" - that is just a waste of everyone's time.

Social Activities

1. **Evening Before an IMS event** - The IMS team will be staying at the hotel, like many of the out of town speakers. Feel free to call me on the cell after 5pm and hopefully we can all connect, grab or dinner or drinks before the event. Shawn's cell 816-729-4405.
2. **Evening After the Event** - There is a networking event at the end of the day from 5pm to 6:30 where we pass out drink tickets. Stick around if you can and mingle with the attendees. I try to take out the speakers for a private dinner to show my appreciation for your support. Make sure to connect with me after the event.

See you soon and thanks again for making the event a success!

Warmest Regards,

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