



SPEAKER FAQs

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LIGHTSHOW WEST SPEAKER FAQS

QUESTIONS

SPEAKING AT LIGHTSHOW WEST – Pages 1-2

[How can I speak at LightShow West?](#)

[How are speakers selected?](#)

[How can I be on the Education Committee?](#)

[Does LightShow West pay speakers?](#)

[When will I be notified if I've been accepted as a speaker?](#)

[My company is a manufacturer. Can I present at LightShow West?](#)

ACCEPTED SEMINAR AND KEYNOTE SPEAKERS – Pages 3-6

[I've been accepted as a speaker. Now what?](#)

[What format will my presentation need to be, and is there a template?](#)

[Is PowerPoint required?](#)

[Is internet provided in the classroom?](#)

[Can I use my own computer?](#)

[Why do I have to submit my presentation before the show?](#)

[When and how should I submit my presentation?](#)

[What should I bring to the conference?](#)

[Do I need to register?](#)

[How early should I arrive at the session?](#)

[Will I get feedback on my presentation?](#)

[How can I help promote my session?](#)

[Will I receive a contact list for attendees?](#)

[What is LightShow West's non-commercial policy?](#)

SESSION FACILITATORS – Page 7

[I was invited to be a session facilitator. What does that mean?](#)

[How early should I arrive at the session?](#)

[Do I need to register?](#)

LightShow West SPEAKER FAQs

ANSWERS

SPEAKING AT LightShow West

How can I speak at LightShow West?

Speakers for LightShow West are selected from proposals submitted during the Call for Speakers. The Call for Speakers for LightShow West is typically open 8 to 10 months prior to the show. The deadline to submit proposals can be found on the Call for Speakers page and will vary, but is generally about six months before the show.

The Call for Speakers is announced on the LightShow West home page as well as via email to our mailing list (click [here to join](#)), social media and various industry publications.

When the Call for Speakers is not open, prospective speakers can complete [this form](#) to be notified when the next Call for Speakers is open.

How are speakers selected?

All proposals are reviewed by LightShow West education committees, which are made up of Advisory Board members and other industry experts. Speaking opportunities are awarded based on the committee's recommendations.

How can I be on the Advisory Board?

Advisory board and education committees are selected and overseen by Conference Director, Helen Kang. If you'd like to be considered for a spot on the committee, please send her an email at hkang@exponation.net. The Advisory Board is generally assembled approximately 9 to 11 months prior to the show.

Does LightShow West pay speakers?

LightShow West does not compensate for speaker fees, travel, accommodations or expenses.

When will I be notified if I've been accepted as a speaker?

Everyone who submits a proposal will receive a notification of whether or not their application has been accepted, approximately four months prior to the show.

My company is a manufacturer. Can I present at LightShow West?

Yes, manufacturers are allowed to present at LightShow West if their proposal is recommended by our education committee. Any sessions led by manufacturers are subject to LightShow West's non-commercial policy (see below), the violation of which can hinder future speaking opportunities.

Only a limited number of speakers from manufacturers will be permitted to take part in the conference program. Priority to manufacturer speakers will be given to those companies that a) include an end-user co-presenter, and/or b) are current exhibitors at LightShow West.

Non-commercial Policy

Unless specifically designated, LightShow West educational programs are non-commercial events. The LightShow West podium is not to be used as a place for direct promotion of a presenter's product, service or monetary self-interest nor for endorsing or discrediting others' products or services.

In accordance with LightShow West's non-commercial policy, distributing company literature or price lists and engaging in sales transactions as part of an educational presentation are prohibited.

(Note: This prohibition does not include the use of graphic material used to illustrate technological concepts described during the presentation.)

Conformity to this policy is especially important for seminars, which are eligible for various education credits.

Following the session, speakers are allowed, and encouraged, to accept business cards from attendees who would like further information as attendee contact lists will not be made available to speakers before or after the session due to confidentiality reasons.

ACCEPTED SEMINAR AND KEYNOTE SPEAKERS

I've been accepted as a speaker. Now what?

Congratulations! Being selected to speak at LightShow West is quite an accomplishment. The show receives a large number of competitive proposals each year, giving the education committee a very tough decision to make.

As an accepted speaker, your first step will be to sign the speaker agreement you receive in your notification email as well as provide an updated bio and headshot so we can begin promoting your session. Your biggest task as a LightShow West speaker will be to plan your presentation.

Here are a few helpful hints for a successful presentation:

- We encourage the use of videos and motion graphics to illustrate your points and keep your presentation lively.
- Do not crowd, clutter or put too much material on your slides. They should be as simple as possible while still getting your message across.
- All the writing, figures, tables, numbers, etc. should be clearly and boldly presented on the slides. Do not try to put too much information on one slide.
- Observe the four P's: Prepare, Practice, Promote, Present.
- Presenters must fully disclose all intellectual property utilized within handout materials and during course instruction. This is to protect intellectual property rights such as copyright or patent ownership.

What format will my presentation need to be, and is there a template?

Each speaker will be sent a LightShow West PowerPoint presentation template.

The official PowerPoint template is in a widescreen (16:9) format and provides a professional, uniform appearance for presentations that can also be used to create handouts. The template includes a place for your company logo and is flexible enough that it can be adapted to any information, whether text, video or graphics.

To ensure that essential information, including relevant, non-promotional company background, is included in your presentation, we've provided the following checklist for possible slide content:

- Slide #1: Seminar Title; Speaker Name, Title, Company; Date of Presentation (required for all sessions)
- Slide #2: AIA Certification Information (required for AIA-approved seminars only)
- Slide #3: Course Description & Learning Objectives (required for AIA-approved seminars)
- Slide #4 +: Insert slides of your presentation here
 - Topic Introduction: 3-4 key points or takeaways from the Big Story you will be presenting. Think of the key points as possible tweets you can use to create interest in your presentation.
 - Subtopics: Development of each of the 3-4 key points with accompanying supporting material; insert additional slides as necessary to make your point.
 - Company logo should appear only on the conclusion page.
 - Company background may be included, but only as necessary to provide attendees knowledge relevant to the story behind your presentation.
- Conclusion Slide: Your company logo and your contact information (required for AIA-approved seminars). You may also include your LightShow West booth number if exhibiting, or mention of other topics and times on the LightShow West educational program when you might be speaking.

Is PowerPoint required?

Yes, PowerPoint is required, and will a professional, uniform appearance for presentations.

Is internet provided in the classroom?

As you are preparing your slide deck, please plan accordingly as internet access is not available in seminar rooms.

Can I use my own computer?

Yes, you can certainly use your own laptop, however a computer with your preloaded presentation will be provided in the room if you would like to use ours. Please note that if you bring your own computer, you must have a HDMI output or provide an adapter.

Why do I have to submit my presentation before the show?

LightShow West requires speakers to submit their presentations for review prior to the show. This also allows us to get the presentation file to our AV company in order to have the presentation pre-loaded on the computer in the room.

When and how should I submit my presentation?

Presentations are due by **September 6, 2019**. Submit presentations via email to Cassie Cantrell ccantrell@exponation.net. If your file is large, consider using WeTransfer, Dropbox or another file transfer method.

Attendees will get a PDF copy of your presentation after the event. If you prefer to share a different, HANDOUT version, please let Helen Kang know and submit a PDF copy in addition to your presentation.

What should I bring to the conference?

Even though you have already submitted it, please remember to bring a copy of your presentation with you – either on a flash drive or on your own computer. You may also distribute non-commercial handouts during your session. Finally, you will have been given the cell phone number of Conference Director Helen Kang, so make sure to save this number in case you have any questions onsite.

Do I need to register?

Our staff will process the registration of seminar speakers, so there is no need to register on your own.

How early should I arrive at the session?

Speakers are encouraged to arrive in the room no later than 15 minutes prior to the start of the session. You can use this time to ensure that your presentation has been loaded properly onto the provided computer as well as ask any questions of the A/V technician in the room.

Will I get feedback on my presentation?

Yes, LightShow West attendees are encouraged to complete session evaluation forms at the conclusion of your presentation. Approximately four weeks after the show, you will receive an email with the results of the evaluations.

How can I help promote my session?

There are several ways that you can help promote your session. The first is through social media accounts – both your personal and your company's. Make sure to include the hashtag for the show -- #LSW2017.

You can also submit a video to promote your session. These videos, running approximately 45-60 seconds, are added to the session's page and used on our social media channels. Additionally, they may be used in promotional emails to our attendees. This is a great way to encourage attendees to come to your session and tease them with bits of information they'll learn in the session.

If you are interested in the opportunity, please note the following:

- Record up to a 60-second video clip.
- Include an elevator pitch for the topic you will be presenting on.
- Give an idea of who should or will be attending the session.
- Provide a few objectives the attendees will take away.
- If there are any images you'd like to include, please do.
- We will add the opening and closing graphics as well as any lower thirds.
- We understand that not all of our speakers have access to professional video equipment and a studio, but almost all of us have a smartphone that will work just as well. And if you need editing help, we'll be happy to work with you to produce the final version.

Just remember to consider the following tips if you do plan to use your smartphone:

- Please turn the phone sideways, so that the picture is horizontal
- Keep the phone as steady as possible for the best picture quality – prop it against something or use a tripod if you can (Don't worry, we won't judge you if you use a Selfie Stick!)
- For the best sound quality, shoot indoors in a quiet area
- For the best lighting quality, shoot away from windows

You may submit your video via WeTransfer to Cassie Cantrell ccantrell@exponation.net or she can provide a ShareFile link to upload the file. If necessary, our Digital Media Editor, Jason Kushner jkushner@exponation.net can make arrangements to record you via webcam.

Will I receive a contact list for attendees?

Due to confidentiality reasons, LightShow West does not distribute contact lists to any of our speakers. For that reason, we encourage speakers to collect business cards after their session from willing attendees.

What is LightShow West's non-commercial policy?

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Following the session, speakers are allowed, and encouraged, to accept business cards from attendees who would like further information as attendee contact lists will not be made available to speakers before or after the session due to confidentiality reasons.

SESSION FACILITATORS

I was invited to be a session facilitator. What does that mean?

Session facilitators help ensure that sessions start and end on time. It is your responsibility to welcome attendees to the session, read housekeeping notes and introduce the speaker. A sheet of paper with the announcements will be placed on the podium prior to the session.

How early should I arrive at the session?

Facilitators should arrive no later than fifteen minutes before the session's scheduled start time. This will allow you to introduce yourself to the speaker and read over the housekeeping notes ahead of time.

Do I need to register?

Our staff will process your registration, so there is no need to register on your own.