



**SPEAKER HANDBOOK
DMA08 Conference & Expo
Las Vegas Convention Center
Las Vegas, Nevada
October 11 - 16, 2008**

It is our pleasure to welcome you as a DMA08 speaker. This handbook provides an overview of everything you'll need to know regarding your role at the conference. Also included are tips and suggestions for preparing your presentation.

We look forward to seeing you in Vegas!

Paul McDonnough
Group Show Director
Direct Marketing Association

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GENERAL CONFERENCE INFORMATION

DMA Contact:

Your point of contact for the DMA08 Chicago Conference & Exhibition will be Sherry Robinson, Events Coordinator. Please contact Sherry with any questions you may have.

Sherry Robinson
212.768.7277 ext. 1367
srobinson@the-dma.org
DMA08speakers@the-dma.org

Conference Location:

Las Vegas Convention Center
Las Vegas, Nevada

Conference Registration:

As a speaker, you will receive a complimentary registration for the Conference & Expo. This includes all conference sessions, luncheon presentations, keynotes and full access to the Exhibit Hall.

Please note council-related and other ancillary events, such as special receptions and the **ECHO GALA** are NOT included in your complimentary registration. If you have any questions or concerns, please call Compu Systems' Customer Service at 1.866.486.0734 (US) or 708.486.0734 or email dma08@compusystems.com

Speakers are asked to register online by **August 8, 2008**. Please visit the link below to complete your DMA08 speaker registration.

https://www.compusystems.com/servlet/ar?evt_uid=534&Code=SPK

Travel & Airport Transportation:

Please note the Direct Marketing Association does not cover travel or hotel expenses for speakers.

The closest airport is the Vegas International Airport, also known as McCarran Airport. It is approximately 15 minutes away from the Las Vegas Convention Center. For more airport information, please go to www.mccarran.com For details on local transportation to the Las Vegas Convention Center, please visit: WWW.DMA08.ORG

Hotel Accommodations:

To receive the special DMA08 hotel conference rates you must make your reservation by **August 8, 2008**. Please use the following link to register for this event:

<https://www.ttgcompass.com/compass/webdirect.cfm?code=DMA08>

Following is a list of designated hotels for DMA08 in Las Vegas. (**Note: we kindly request that speakers stay within the DMA08 housing block**)

Las Vegas Hilton – Speaker Headquarter Hotel

3000 Paradise Rd.

Rate: \$179

Bally's Las Vegas

3645 Las Vegas Blvd South

Rate: \$159

Bellagio

3600 Las Vegas Blvd South

Rate: \$283

Mandalay Bay Resort & Casino

3950 Las Vegas Blvd South

Rate: \$289

MGM Grand

3799 Las Vegas Blvd South

Rate: \$217

Paris Las Vegas - International Attendee Headquarters

3655 Las Vegas Blvd South

Rate: \$199

Planet Hollywood Resort & Casino

3667 Las Vegas Boulevard, South

Rate: \$209

The Hotel at Mandalay Bay

3970 Las Vegas Blvd South

Rate: \$329

Shuttle bus service will be provided between the Las Vegas Convention Center and selected hotels.

PRESENTATION GUIDELINES

We want to ensure your success as a presenter. As you prepare for your session, it is essential to consider the needs and expectations of our attendees; DMA Annual attendees have 10+ years experiences in the DM community. They appreciate interactive sessions that offer case studies, metrics, and proven methodologies. This guide offers you the tools to help jump start your preparation and ensure a winning presentation.

DMA Policy on Content

Speakers must provide information in an **educational, non-commercial, non-self-promotional** manner. Business logos, order forms, book promotion, etc. should not be included in handouts and deck presentations.

Before the Conference/Session

1. Develop a session outline prior to creating your PowerPoint presentation. An outline will help you with the following aspects of your session:
 - a. Track time and ensure content delivery.
 - b. Facilitate transitions between speakers' presentations (if a panel discussion).
 - c. Summarize appropriate points.
 - d. Control the pace of the session to prevent someone from dominating the discussion
 - e. Will be used as the session handout (please read the "presentation and handouts" information on page 5).
2. Cross check the content with the description and learning objectives provided so that **attendees' expectations are met**. If you must edit the focus of your presentation, let the events coordinator know as soon as possible so that the MyDMA08 web site can be updated.
3. Devise questions to plant in the audience in case the discussion lags.

Additionally for Moderators:

- Contact your panelists in advance to plan your presentation. Successful panels plan conference calls with all speakers one or two times before the conference. Please inform the DMA staff if your session content changes significantly.
- Discuss and determine with the panelists the session format that will work best. Will each panelist take a few minutes to share their expertise or will the panelists respond to moderator/audience questions throughout the session?

4. Presentation & Handouts*

We cannot emphasize enough how important handouts are to attendees and to the success of your session. Therefore, all speakers are required to electronically submit the **FINAL** version of the presentation and/or handouts for review by **August 15, 2008**. This will provide us the necessary time for peer review of your presentation for content and promotional conflicts. The DMA08 conference program team will notify you if any changes need to be made.

Presentation Requirements:

- a. DMA08 Slide Template – *See Appendix*
(Must have the session title as presented in the conference brochure.)
- b. Presentations must be submitted in .ppt (power point format)
- c. Keep slides clean and simple.
- d. Avoid too much text – use the 5 x 5 Rule: No more than 5 bullet points, with 5 words in each per slide.

- f. Avoid small fonts. The rule-of-thumb is 24 point.
- g. Use up to two levels of bullets.

Handouts – If you do not have authorization from a client to use a company's information, or prefer to have a more detailed handout to complement your presentation, please use the format below:

- a. Recommended Content: An outline of your presentation that includes the session's learning objectives, topics to be covered, and a summarized paragraph on each of the topics.
- b. File Format – Word document or .pdf in black and white;
- c. E-mail – Send your file to **Sherry Robinson**, Events Coordinator, at dma08speakers@the-dma.org
- d. Requirements
 - 1. Must include the session title and learning objectives accepted by the DMA;
 - 2. Limited to no more than 10 double-sided pages;
 - 3. No heavy solids or reverse copy;
 - 4. Font no smaller than 12 point. Times, Helvetica and Arial fonts are recommended.

5. Audio/Visual – All concurrent session rooms will be equipped with the standard equipment: podium microphone, table microphone(s) for panelists, projection screen, and LCD projector. **Speakers are required to bring their own laptops.**

Additional equipment requests are subject to approval. Please be absolutely sure your session will require extra A/V services; extra services often require more in labor and equipment, which results in higher costs to DMA.

- 1. Additional AV Request Form – If you must request additional AV equipment, please complete the form included in this correspondence by **August 15, 2008.**
- 2. Sound Patch – If your computer will need to be connected to the Sound System, you **must request** a sound patch.

No additional equipment orders will be accepted on site. No exceptions.

On Site at DMA08

When you arrive at the Las Vegas Convention Center:

- 1. Check-in at Speaker Registration Desk, at least 2 hours prior to your session.
- 2. A Speaker Ready Room will be available where you may practice your presentation. It is located in room **C242** on the 2nd level at the Las Vegas Convention Center. A sign up sheet will be posted outside of the room so that you can schedule time to use the room.

The speaker ready room hours:

Saturday, October 11th & Sunday, October 12th **9:00 am – 3:00 pm**
Monday, October 13th & Tuesday, October 14th **8:00 am – 5:00 pm**
Wednesday, October 15th **9:00 am – 10:00 am**

- 3. Arrive at your session room 30 minutes prior to your session or at the session room's earliest availability to ensure proper laptop connections and for a sound check.

YOUR ROLE AT THE CONFERENCE

Solo Speaker

Please be sure to make housekeeping announcements (provided to you by the session monitor at the beginning of your session) about evaluations, upcoming DMA08 events, etc.

Set the stage and let attendees know if you prefer to save questions until the end of the session or if you prefer that people feel comfortable jumping in with questions as your session proceeds.

If attendees ask questions and do not use a microphone, please be sure to repeat the question, so the entire room understands what you are responding to.

As you close your session, be sure to summarize key learning points and remind attendees to complete the session evaluations forms. Also be sure to provide contact information so that attendees have a way to contact you and/or the panelists with additional questions. (Please be cognizant of the self-promotional aspect here. Basic contact info: phone, email or web site, is sufficient.)

Panel Presentation

The moderator makes the housekeeping announcements provided by the session monitor at the beginning of the session about evaluations, upcoming DMA08 events, etc.

Much of the success of the session rests on the moderator's shoulders—the moderator should work closely with panelists to ensure that everyone is on the same page and each speaker has adequate time to present his or her expertise on the session topic.

Use the Q&A period effectively. Depending on your objectives, plan to leave at least 5-10 minutes at the end of your session for questions. If attendees ask questions and do not use a microphone, please be sure to repeat the question, so the entire room understands what you are responding to.

As you close your session, be sure to summarize key learning points and remind attendees to complete the session evaluations forms. Also be sure to provide contact information so that attendees have a way to contact you and/or the panelists with additional questions. (Please be cognizant of the self-promotional aspect here. Basic contact info: phone, email or web site, is sufficient.)

Ask-The-Experts Roundtables

This year, the Ask-the-Experts Roundtables will be held in a session room at the Las Vegas Convention Center apart from the Exhibit Hall to limit distractions and make it easier for attendees to find the session. Lunch will be provided in the ATE room. Attendees will be ready to engage in dialogue and hear answers to their most pressing questions. There will be approximately 25 roundtables in the room; each table will have 10 chairs (attendees will be free to move from table to table during this time). ***Please note there is no audio visual set up or recordings for the ATE sessions; you may bring handouts for distribution.***

Audio Recordings of DMA08 Sessions

Please note that most DMA08 sessions are recorded and used for distribution to conference attendees by Content Management. We require your permission to record your session. If you do not submit a form noting that your should not be recorded, we will proceed with an audio recording.

To ensure the best quality recording, please speak into the microphone and **repeat all questions from attendees into the microphone before answering.** Not only will this guarantee that everyone in the room hears the question, it will also capture the question and your answer for the audiotape version of your presentation.

FREQUENTLY ASKED QUESTIONS

What is a Speaker Ready Room?

A Speaker Ready Room is a room at the convention center where you may practice your presentation prior to your session. This room will be equipped with standard A/V equipment to ensure your computer is compatible with the LCD projector. Look for a sign-up sheet outside of the room(s) to sign up for a time slot to practice.

If you are part of a panel presentation, a final on-site rehearsal with the other panelists and the session moderator is strongly recommended.

Will the DMA pay for my expenses?

Speakers are responsible for their own travel, hotel and local expenses.

What if I have to cancel?

Should you become unable to participate in the conference, please contact Sherry Robinson at 212.768.7277 ext. 1367 or Srobinson@the-dma.org immediately. Please arrange a suitable replacement who will meet the approval of the DMA conference program team. Please provide Sherry with all of the contact information of the replacement speaker so that the DMA can update the DMA08 website.

Speaker Files Available on the DMA08 Speaker Webpage:

1. Speaker Data Form
2. A/V Form
3. DMA08 Recording Form
4. DMA08 Session Template
5. Registration Link
6. Hotel Reservation Link