

WE21 ON-DEMAND & SEMI-LIVE SPEAKER TOOLKIT



Purpose: The purpose of this document is to outline the steps to produce high-quality recorded session that will be made available on the WE21 Virtual Conference platform.

Important Dates

- ◆ **September 20:** Finalize your session content using the WE21 PPT to allow time to prepare for your recording.
- ◆ **September 27:** Deadline to add your session content (recording, speaker photos, and PDF copy of presentation) to [SWE's Dropbox](#) using the steps below.
- ◆ **October 1:** Deadline for WE21 speaker [registrations](#) to receive the discount.
- ◆ **October 21-23, 2021:** WE21 Virtual Conference.

WE21 Virtual Conference Formats

- ◆ **Semi-Live Sessions:** Pre-recorded sessions released on a specific day and time in the WE21 Virtual Conference platform. Speakers are required to log-in when the pre-recorded session is playing to engage in chat discussions.
- ◆ **Semi-Live & In Person Session:** Pre-recorded sessions released on the WE21 Virtual Conference platform while speaker(s) are presenting the session in person in Indianapolis. Speakers are not required to log in to the virtual platform. Recorded lectures and panels should be no longer than 60 min. and Snap Sessions should be no longer than 15 min.
- ◆ **On-Demand Sessions:** Pre-recorded sessions available to play within the WE21 Virtual Conference platform without chat.
 - Time limit: Lectures and panel recordings should be no longer than 30 min.
 - Time limit: Snap Sessions should not be longer than 15 min.

SESSION GUIDELINES



To create quality WE21 learning experiences, all recorded sessions will be reviewed to ensure the content meets the established guidelines.



If your recording does not meet the guidelines, you will be required to re-record your session within a few days.

STEP 1: Use the WE21 Content Outline (shown on the next page) to create your session content. Finalize the content and review it several times prior to recording it so you can update it prior to recording.

STEP 2: Record Your Session. Refer to SWE's Remote Presenter Tips. SWE recommends using an easy software like Zoom or GoToMeeting to record your presentation.

STEP 3: Rename Your Recording File. SWE is requiring speakers to rename the recording files to session type + last 6 numbers of the session number + first 4 letters of the title (i.e., SL_000148_savi, OD_001273_brea).

- ◊ Session Type will either be Semi-Live (SL) or On-Demand (OD).
- ◊ Last 6 number of your session ID, located in SWE's online abstract management system.
- ◊ First 4 letters of the session title (000148_savi).

STEP 4: Upload Your Session Recording to SWE's Dropbox Account by September 27. Upload the recording to the correct session ID folder in SWE's Dropbox account.

STEP 5: Upload Speaker Photos. Speaker photos are a critical components of virtual learning experiences; therefore, all speakers are required to upload speaker photos directly to the Session ID Dropbox folder no later than September 27, 2021.

- ◊ Rename each speaker photo using the speaker first and last name.

STEP 6: Upload A Copy of Your Presentation. Presentations are a critical components of virtual learning experiences; therefore, speakers are required to upload a copy of the session directly to the Session ID Dropbox folder no later than September 27, 2021.

- ◊ Save your PPT slides as a PDF two-slide handout view prior to uploading.

- Rename session PDF using to session type + last 6 numbers of the session number + first 4 letters of the title (i.e., SL_000148_savi, OD_001273_brea).

CONTENT OUTLINE



Instructions: Use the steps below to create your WE21 session. All referenced materials are available for download on the [WE21 Speaker Resource page](#).

- ❑ **Review the [Best Practices for Accessible Presentations](#) resource.**
- ❑ **Use the [WE21 PPT template and Script](#).**
 - ◆ Using the same template and similar scripts provides a consistent look and feel to all sessions.
- ❑ **Introduce Yourself.**
 - ◆ Share your background and expertise with the topic.
- ❑ **Introduce the Session.**
 - ◆ What problem are you addressing?
 - ◆ Why is it relevant to WE21 attendees?
 - ◆ Learning outcomes: what will learners be able to do after participating in your session?
- ❑ **Identify 2-3 Solutions to the Identified Problem.**
 - ◆ Attendees come from a variety of personal and career backgrounds. Recommend solutions that appeal to SWE's diverse membership.
- ❑ **Prepare a Conclusion.**
 - ◆ Summarize Content reminding attendees of the stated learning outcomes
- ❑ **Encourage Attendees to Complete the Survey.**
 - ◆ Include the QR code and encourage attendees to complete the survey.

- ◆ Present a problem, including why it is relevant to attendees, at the beginning of the presentation. Throughout the presentation, refer to the identified problem and provide key steps attendees can implement within their own lives.
- ◆ Stories are great to share!
- ◆ Plan reflection questions throughout – providing a short amount of time (2 – 3 seconds) for attendees to reflect on questions pulls them into the learning process.
- ◆ Ask attendees to write action items down.
- ◆ Use visuals, graphics and media more than text.
- ◆ Panels can present content in gameshow format where the moderator asks questions and panelists answer questions. Be sure to carefully plan out a script beforehand.

In Your PowerPoint

- ◆ Keep slides simple and clean.
- ◆ Use easy-to-read font (size 20 or bigger).
- ◆ Avoid unusual colors and busy backgrounds.
- ◆ Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide)
- ◆ Write in sentence fragments using keywords.
- ◆ Limit the use of animations, builds, or effects.

