



Virtual Meeting Toolkit

2020

Speaker/Moderator Edition

AIPLA

American Intellectual Property Law Association

1400 Crystal Drive, Suite 600 Arlington, Virginia 22202 703.415.0780

AIPLA Virtual Meeting Toolkit

For Speakers & Moderators

Thank you for agreeing to be a speaker or moderator for our Virtual Trade Secret Summit. This toolkit was put together to be your one-stop resource for information to help ensure that your session runs smoothly. Please take a moment to thoroughly review this information and keep it handy for reference.

Important Contact Numbers

Dominique Fields

AIPLA Professional Development Coordinator

dfields@aipla.org | 703.412-4344

Andrea Alder

AIPLA Senior Manager of Membership and Professional Development

aalder@aipla.org | 703.412.1311

General Webinar Info:

For Speakers & Moderators

- ✓ Trade Secret Summit webinar sessions are either 60 or 90 minutes long. They include 5 minutes of introductions and approximately 15 minutes of Q&A. This leaves time for 45 or 70 minutes of program content respectively.
- ✓ We suggest that each speaker come up with one “feeder” question for the Q&A section in case there are no initial audience questions. This helps to get the conversation started.
- ✓ Speakers can include interactive elements to their presentation such as poll questions or surveys. Poll questions/surveys will appear on the screen over your current slide and should be emailed to dfields@aipla.org one week prior to your scheduled webinar.
- ✓ Speakers can download and use the AIPLA PowerPoint template for their slide presentation if desired. [Click Here to Download the template.](#)
- ✓ We strongly encourage speakers to use their webcams during their presentation to increase engagement and the sense of connection. Please test your webcam and set-up your environment to eliminate items that could distract the audience from your content and message.
- ✓ Speakers and moderators do not need to register themselves for their own sessions. You will receive your speaker login credentials for the AIPLA webinar platform approximately 1 week prior to your webinar.
- ✓ At the start of a program, the webinar operator will go over housekeeping items, then turn the webinar over to the moderator. The moderator will briefly introduce the speakers and is responsible to moving the program along and keeping speakers to their allotted time. Moderators are also in charge of the Q&A session by curating the questions and reading them aloud to speakers.

Webinar Production Timeline & Requirements

For Speakers & Moderators

In order to effectively organize and market an online program, the following information is required by the dates below. All items should be emailed to Dominique Fields at dfields@aipla.org

8 Weeks Out:

- ☐ *Webinar Title*
- ☐ *Speaker/Moderator Professional Bio (2-3 sentences)*
- ☐ *Speaker/Moderator Professional Headshot*
- ☐ *Signed Speaker Acknowledgement Form (see attached)*

7 Weeks Out:

- ☐ *Webinar Marketing Paragraph (4-5 sentences)*
- ☐ *Draft Paper (to submit with CLE application)*
- ☐ *5 Key Words (that can be used for online searching of content)*

5 Weeks Out:

- ☐ *Draft Slides (or outline of discussion points)*

5 Days Out:

- ☐ *Final Slide Presentation (including speaker order)*
- ☐ *Final CLE Paper*
- ☐ *“Feeder” Question for Q&A and Poll questions (if using)*

PLEASE NOTE: Final Presentation slides CANNOT BE ACCEPTED less than 72 hours prior to the webinar in order to have time to upload them to our webinar platform.

Webinar Paper Submission Guidelines

Draft Papers are required at least 6 weeks prior to webinar

Please read and follow these directions carefully. If you have any questions before beginning, contact Dominique Fields at (703) 412-4344.

1. E-mail papers to Dominique Fields, Professional Development Coordinator at dfields@aipla.org.
2. Documents must be in Microsoft Word.
3. Times Roman is the preferred font.
4. Use 8½ x 11 white paper. Foreign papers should adjust accordingly.
5. First page of paper should have title at the top, centered, bold, upper and lower case, use 12-pt bold. Include your name and firm/company.
6. One-inch margins all around, single spaced text, justified margins. All headers are flush left, bold, upper and lower case. Sub headers are indented 5 spaces (1 tab space), bold.
7. Use standard outline format for headers and sub headers (or simply use paragraph style):
 - I.
 - A.
 1.
 - a.
8. Pages should be numbered. Begin with 1, at center & bottom of page. Do not number cover page.
9. Footnotes are 9 pt.
10. Papers should be at least 8-10 pages but no more than 25-30 pages, single spaced.
11. Include 5 key words that can be used for online searching of content.

We accept Microsoft **PowerPoint** presentations *in addition to papers*. For many states, CLE credit is awarded only if papers supplement the presentation (PowerPoint slides may not be sufficient on their own).

Final papers must be submitted 5 days prior to webinar.

Webinar Platform Access & Training

For Speakers & Moderators

Please watch this short training video prior to your upcoming live event date: <http://www.livewebcast.net/training/> and run this system check to ensure your computer's compatibility prior to the day of event: <http://bsb.acms.com/check>.

AIPLA webinars utilize the Adobe Connect platform. For improved meeting access and increased web security, it is recommended that you install the Adobe Connect add-in prior to the day of the event:

Download for Windows users: <http://www.adobe.com/go/Connectsetup>

Download for MacOS users: <http://www.adobe.com/go/ConnectSetupMac>

AIPLA Professional Development Coordinator, Dominique Fields will contact you to schedule a platform practice session. Practice sessions are typically scheduled 3-5 days prior to a webinar. The connection details to join the practice session are as follows:

- 1) Click this link to enter the training: <https://bsb.acms.com/aipia/>. If prompted, type your name in the box to enter as a guest and "Enter Room", then click the "Request Entry" button
- 2) Dial into this phone number for audio: 855.473.1004

Speakers and moderators will receive multiple emails containing the link and joining instructions for their scheduled session. If you did not receive your email with the live join link, please contact Dominique Fields at 703.412.1344.

Speakers and moderators are expected to join the webinar 30 minutes prior to the event for sound checks and to receive any last-minute instruction.

Webinar Tech Tips

To help your session run smoothly

Internet connection

Connect directly to the fastest Internet connection available. Avoid using wireless connections if possible.

VPN closure

Shut down VPN's and directly connect to the Internet. VPN's slow down your Internet connection.

Program closure

Shut down all programs not being used for the presentation including email, and instant messaging so that participants don't see these items if screen sharing is used and bandwidth is preserved.

Audio equipment

Use a good-quality headset. Speakerphones, cell phones, wireless microphones, and low-quality headsets cause voice fluctuations and noisy background audio that is transmitted to participants. If presenters are using a home phone, make sure to disable call waiting.

Power supply

Don't forget to plug in your laptop so you don't risk running out of battery during your presentation.

Environment

Make sure that you are in a quiet location and all distractions are minimized. Turn off your phone's ringer and try to minimize background noises.

Webcam

Please test your webcam in advance to ensure that there is adequate lighting and a distraction free backdrop.

Webinar Presentation Tips

Links to helpful resources curated from industry leaders

18 Tips on How to Conduct an Engaging Webinar

<https://bit.ly/3c0JU2G>

Adapting TED Talk Lessons to Webinars

<https://bit.ly/2Xir6b5>

How to Give a Killer Presentation by Chris Anderson

<https://bit.ly/2JNzEP8>

5 Best Practices for Making Awesome PowerPoint Slides (from LinkedIn)

<https://bit.ly/3b3IHqY>

Webinar Best Practices from Adobe Connect

<https://bit.ly/3e6xS9B>

A Guide to Webinar Poll Questions – With Examples

<https://bit.ly/2RhJdKs>

The Art of the Webinar... how to speak to an audience that you can't see

Webinar speaking tip 1: speak to real people, not to your machine

Webinar speakers typically make the mistake of speaking to the computer, rather than to the people and personalities who are listening in on the other side. We get overly formal and forget what *really* connects to the people the other side of the webinar platform: humor, personality and fun.

Webinar speaking tip 2: have a conversation

It's intimidating to think that your webinar is broadcasting to potentially tens or hundreds of blank faces across the internet. It helps to remember that you're talking to individuals who are listening alone at their desks. While a webinar may have 50-200 attendees listening, you're really having 50-200 one-on-one conversations. Keep that perspective in mind and imagine you're speaking to one close friend or colleague.

Webinar speaking tip 3: get creative to hold their attention

An audience's average attention span is about 10 minutes. You are literally competing for their attention with emails, work from home distractions and the internet. To hold the attention of your webinar audience, it's important that you keep them engaged through creative use of the webinar platform's engagement tools. Consider using a combination of interactive questions, interactive polls, and mini tasks or challenges to keep your audience involved and incorporate the results into your presentation.

Webinar speaking tip 4: use these webinar specific techniques

- **Look in the webcam directly.** This is the only way for you to make 'eye contact' for your audience. You won't be getting non-verbal feedback from your audience so you might like to record yourself and give yourself feedback as to what works and what looks funny.
- **Use pauses... but make them short pauses.** Long dramatic pauses don't work for the online crowd as they may think that they've lost their sound. Even if you're going to take a sip of water, let the audience know. Remember that your voice is the connection when you're not on camera.
- **Yes, I'm talking to YOU.** Instead of putting "I" into your webinar, utilize the word "You". For example instead of saying "*Today I'm going to be sharing the different ways to improve a webinar,*" say "*In the next 45 minutes, **you** will learn: the six secrets of making **your** webinars magic; the three benefits to **your** clients from using webinars; and the two biggest mistakes **your** competitors make in webinars.*" See the

difference? Learning is better when participants in eLearning feel they are engaged in a conversation.

Webinar speaking tip 5: Provide value

Remember that people *want* to learn something at your webinar. They want to leave with specific actions they can take to improve their performance or their practice. They also want to turn off their screen feeling excited and ready to implement all that you've shared with them. Make sure you provide your audience with practical takeaways that reward them for their time spent with you.

SPEAKER/MODERATOR ACKNOWLEDGEMENT

AIPLA Live Webinar

[Webinar Title]

Webinar Date: [Webinar Date]; [Webinar Time] Eastern Time

Please sign and return to: Dominique Fields of AIPLA

Email | Phone | Fax: dfields@aipla.org | P: 703.412.4344 | F: 703.415.0786

I agree to all terms and conditions as follows: I will provide AIPLA with the following webinar deliverables by the timetable specified in the AIPLA Webinar Speaker Toolkit, including; webinar title, professional headshot, short professional bio, webinar marketing paragraph, final PowerPoint presentation, final CLE paper, and this signed acknowledgement. In the event that I cannot speak at the Online Seminar, I will promptly notify the program coordinator(s), [Coordinator Name], [Coordinator Email], of my unavailability, and I will find or assist in finding a suitable speaker to replace me and, if necessary, to provide the required paper and presentation. I also agree to help answer questions submitted by online audience members and to have such answers posted on AIPLA's website after completion of the program.

By agreeing to participate and by signing below, I grant to AIPLA as part of its educational mission, certain limited, non-exclusive rights in my presentation and written materials, as listed below. All rights not specifically granted to AIPLA below, however, are reserved to me.

1. The right and license to reproduce, distribute, transmit (including but not limited to AIPLA's Internet web site) and sell, any written materials in connection with my presentation at the Online Seminar, whether alone or as part of a course book, or in any other form of publication (including electronic publication) which is done under auspices of AIPLA, and to authorize others to do so.
2. The right and license to reproduce, transmit, distribute and sell copies of my presentation delivered at the Online Seminar in transcript form or in the form of any and all sound and visual medial, now and hereafter developed, throughout the world, and to authorize others to do so.
3. The right to use my name and voice and, if you so choose, my likeness, in connection with the Online Seminar, my presentation, and/or written materials, and to authorize others to do so.

By agreeing to speak, I represent that both my presentation and written materials are original with me (or with my company, firm, or academic institution) or that I otherwise have the right to make such presentation and submit such written materials. I further represent that I have the full power and authority to grant to AIPLA the limited rights I have granted. I further represent that neither my presentation nor written materials infringe the rights of others. Should my presentation or written materials require permission for use by AIPLA, I will obtain that permission from the copyright proprietor or holder of such right. My representations and grant of rights, as set out on this form, will benefit AIPLA, its successors, assigns, licensees, and contractors.

Name (print): _____

Signature: _____

Date: _____

