



# Educational Session Guidelines and Deadlines

**Event Dates:**

March 1-3, 2022

**Location:**

Phoenix Convention Center  
Phoenix, Arizona, USA

**Submit Files to:**

[Karin@IR-SavingLives.com](mailto:Karin@IR-SavingLives.com)

*Dropbox info available for large files*

**Deadlines:**

Monday, August 2, 2021

- *Call for Papers Closes*

Wednesday, September 1, 2021

- *Invitations Issued*

Friday, October 1, 2021

- *Session Description, Speaker Bio*

Tuesday, January 4, 2022

- *Session Outline/Rough Draft*

Tuesday, February 1, 2022

- *Final Presentation in ppt format*

## **Overview**

**Global Excavation Safety Conference** is THE premier international event addressing issues related to preventing damage to buried infrastructure. Educational sessions increase industry knowledge on damage prevention, public awareness, and other related topics. This is your opportunity to contribute to the industry by sharing your knowledge, experience, and insight with Global Excavation Safety Conference delegates from around the world. In 2019 almost 1,800 people registered to attend the Global Excavation Safety Conference, coming from 45 states, 5 Canadian provinces, and 13 countries.

## **Audience**

**Global Excavation Safety Conference** addresses the interests of all stakeholder groups and disciplines within damage prevention. This event offers 80+ educational sessions designed to specifically target:

Electric	GIS	One Call	Public Works
Engineering	Locating	One Call Board	Telecom / Cable
Excavating	Oil & Gas	Professional Development	Water / Sewer

## **Contact**

For additional information, or to submit your abstract for consideration, contact Karin Strub at [Karin@IR-SavingLives.com](mailto:Karin@IR-SavingLives.com).



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## Submitting Abstracts

The successful abstract will tell an exceptional story, address a concern specific to one or more stakeholder group(s), provide distinctive training or education, and/or strongly promote the damage prevention message in a unique way.

When two or more abstracts are submitted on the same topic, the abstract more fully meeting all criteria is likely to be more successful. Abstracts should:

- Define the scope of the presentation
- Provide three take-aways
- Identify the main stakeholder group targeted as well as other stakeholder groups who would benefit
- Contain NO sales-related content
- May not speak to products or services specific to the presenting company.

Abstracts should be emailed to [Karin@IR-SavingLives.com](mailto:Karin@IR-SavingLives.com) by Monday, August 2, 2021. Notifications of acceptance are scheduled to be sent by Wednesday, September 1, 2021.

## Speaker Benefits

*Infrastructure Resources, LLC does not compensate speakers monetarily or pay for expenses incurred. Participation is voluntary and speakers are responsible for all costs associated with attending the Global Excavation Safety Conference.*

**Make a difference** by connecting with industry professionals to effect change

Obtain **recognition** within the industry as a Subject Matter Expert

**Network** with colleagues and other industry professionals

Gain **public exposure** for you and your organization

- Your name, company and session description are published in the Winter issue of dp-PRO with a circulation of 30,000+ print, 40,000+ digital editions, along with social media sharing.
  - Follow Infrastructure Resources on LinkedIn to see promotion of your session.
- The digital issue of dp-PRO contains links to your expanded biography which can include websites, past articles, white papers, etc.
- The Global Excavation Safety Conference Onsite Event Program containing your name, company and session description is distributed to all event attendees.
- Your session description and biography are available to all Global Excavation Safety Conference attendees through the event app.
- Your expanded professional biography is posted on the Global Excavation Safety Conference website and remains accessible all year.
- Your session, if recorded, will be posted on Excavation Safety Alliance unless otherwise requested by the speaker.

A **Registration Credit** of \$125 towards expo or conference registration is provided to all speakers.



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## Speaker Evaluations

Global Excavation Safety Conference attendees are asked to evaluate sessions they participate in. Surveys are the single most important data-collection tool used to determine future content and those who will be invited to present at the Global Excavation Safety Conference again.

Speakers are expected to actively encourage completion of surveys by including the survey slide in their presentation, verbally requesting attendees complete the survey, and allowing a few minutes at the end of the session for participants to complete the survey. Sessions are rated on the following criteria:

- Content accurate, insightful and on-point
- Content followed session description
- Speaker(s) knowledgeable on topic
- Speaker(s) well-prepared and easy to understand
- Length of session sufficient
- Session was educational and beneficial
- Chances that session will help me implement change at my company

**Complaints of session content being marketing or sales focused may exclude presenter from future speaking opportunities.**

## Session Guidelines

- Presentation **MAY NOT CONTAIN** sales or marketing-oriented content.
- Presentation **MAY NOT CONTAIN** solicitation of business, sponsorship, or other revenue generating content.
- Presentation **MAY NOT CONTAIN** company logos throughout the presentation.
- An LCD projector, laptop, podium, and podium microphone are provided.
- Sessions may be formatted in Instructor Led, Panel Discussion or Open Forum style.
- Standard session length is 45 minutes. Optimally the presentation should utilize 30-35 minutes, allowing 10-15 minutes for Q&A and completion of surveys.
  - Extended sessions may be granted, based on availability.
- No one without proper credentials will be allowed to enter the session room. ALL speakers, panelists, and assistants must register for the Global Excavation Safety Conference prior to the event *in addition to* completing the online presenter bio. Speakers planning to attend additional sessions must register as a Full Conference delegate of the Global Excavation Safety Conference.
- Infrastructure Resources provides a presentation template; when an alternative template is employed, all elements from the Infrastructure Resources template must be incorporated.
- Company logos are only appropriate on the biography and conclusion pages.
- Session titles and descriptions not supplied by **Friday, October 1, 2021**, may result in the session being omitted from the brochure which may adversely affect attendance.
- A digital copy of the presentation must be provided to Infrastructure Resources no later than **Tuesday, February 1, 2022**. Failure to meet this deadline may exclude presenter from further presentation opportunities.
- A webinar will be conducted in **February 2022** covering requirements and expectations for speakers at the Global Excavation Safety Conference. All presenters are welcome to attend; at least one representative from each presentation is expected to participate.

***CONTINUE READING FOR TIPS ON HOW TO MAKE YOUR PRESENTATION BETTER!***



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## Speaker Tips

- Arrive at least 10 minutes early to ensure equipment is working and you are comfortable using it.
- Turn off your cell phone or other distracting electronics prior to your presentation beginning.
- Dress professionally.
- Start promptly; the audience will quickly sit down and pay attention once you begin.
- Get to the point quickly. Don't use a lot of valuable time "getting to know you" or socializing.
- Being nervous is natural! Don't worry! People are there to hear the message, not to critique the speaker. You WILL forget a point or stumble over a word. Everyone does. Apologizing only draws attention to it. Just correct it and move on.
- Body language is important. Standing and using appropriate hand gestures or facial expressions are more likely to engage your audience.
- Outline what you will cover when you start and recap your points again when you finish to create a smooth, logical introduction and conclusion.
- Practice! Practice! Practice! The more you practice your presentation the more polished you will sound. Practicing helps identify information that does not flow naturally or does not follow a logical pattern. It will also help ensure that your AV is properly synced to your oral presentation.
- Time yourself. Make sure you can cover all the important points in the allotted time. A 45-minute session typically has 30-35 minutes of actual talk time.
- Add or remove content as necessary. Your presentation will likely take longer than your practice time, so know what can be cut (and what can be added if you are ahead of schedule).
- Add humor when appropriate and possible. An interesting speech will make time fly, but a boring speech is always too long.
- Know your subject matter and speak with conviction. Speak loudly and clearly. It's OK to look at your notes, but don't read them out loud. Instead of memorizing text, which can sound boring and stilted, work from a list of bulleted notes and allow yourself the freedom to speak naturally.
- Maintain eye contact. Use the 3-second method – look straight into the eyes of a person in the audience for 3 seconds at a time. Have direct eye contact with multiple people. Eye contact makes your audience feel involved. Never turn your back to your audience.
- Pay attention to the response of your audience and adjust your presentation as necessary. Communication is key to a successful presentation. Listen to questions and respond to reactions.
- Don't be side-tracked. If you find yourself being led in an unexpected direction by comments or questions, offer to continue the discussion after the session and gently but firmly return to your session outline.
- Speak slowly and pause frequently. Repeat critical points. Allow the audience time to reflect and absorb what you are telling them. Know when to STOP talking.
- End with a positive impression. Keep closing remarks short, thank the audience and stop.



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## A/V Tips

- Use one of the approved Global Excavation Safety Conference templates.
  - The first slide of your presentation must be the A/V sponsor logo. This page is to be projected on the screen while attendees are entering the session room.
  - The second slide is the title slide and should include the presentation title. Company logos may be used on this page, but MAY NOT be used throughout the body of the presentation.
  - The third slide of your presentation should be the biography slide. All speakers and the companies they represent should be represented. Multiple slides may be utilized. Company logos may appear on this page.
  - The first closing slide of your presentation should be a Thank You, Question or Conclusion slide. Presenter contact information may be displayed. Company logos may be utilized on this slide.
  - The second closing slide should be a “See You Next Year” slide with the 2023 Global Excavation Safety Conference dates and location as provided by Infrastructure Resources.
    - February 14 – 16, 2023 in Tampa, Florida, USA.
  - The final slide should be a formal request to attendees to complete the session survey.
- Consistency is key to a professional looking presentation. Maintain consistent font size, color and style throughout the presentation. Avoid flashy or difficult to read fonts.
- Only capitalize words when necessary for emphasis – it is difficult to read capitalization and should never be used for the entire content.
- Avoid web images or low-resolution clip art which will pixilate when projected on a large screen.
- Excessive use of animation can be distracting. Use animation and slide transitions sparingly. Your audience should concentrate on your content, not your AV.
- Excessive use of multiple or gaudy colors can be distracting and reduce the professionalism of a presentation. These color combinations should be avoided: red/green, yellow/purple, blue/orange.
- While some sound or video clips will enhance your presentation and should be included if on-point, minimize the use of sound clips as the attendees are there to hear you.
- Covering a single point on each page keeps your audience focused.
- Write in point form, not complete sentences. Remember the 4-7-7 rule: 4 bullet points per slide - 7 words per line - 7 lines per page.
- Numbers presented in numerical rather than text form (9 instead of nine) are more impactful. Limiting a single number to each bullet point increases audience data understanding.
- Charts and graphs are more visually appealing and easier to comprehend than tables or text. Trends are easier to visualize in graph form. Charts and graphs should always be titled.
- Visual images should change every 30-60 seconds – either by adding a bullet point or moving to a new slide. Avoid animated clip art with repetitive action that will draw attention away from you.
- Proof your presentation! Nothing will discredit your validity as an authoritative speaker as quickly as spelling or grammatical errors. Have someone else review it prior to use.
- End with a slide that calls for questions. This invites your audience to participate and avoids ending a presentation too abruptly.