

## Conference Presentation Guidelines

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**Audience** *7x24 Exchange* conferences are designed for professionals involved in providing uninterrupted uptime – IT, data center, disaster recovery and network managers; computer technologists; facility or building supervisors, engineers and managers; and, vendors and consultants concerned with these areas.

Conference attendees benefit in three ways: professional development/advancement; increased recognition of their function's importance; and, exposure to new ideas, contacts and resources.

**Guidelines**  
**OVERALL** In keeping with *7x24 Exchange's* mission, all presentations must be educational in tone and content. The audience is largely made up of problem-solvers. Experience indicates they respond best to real-world, case-study-type presentations, but are receptive to new ideas or concepts, if they are well-presented and relevant.

Vendors and consultants are encouraged to participate in *7x24 Exchange*. However, the group is primarily driven by user interest. Overt selling is inappropriate and must be avoided. Any vendor who uses *7x24 Exchange* for direct sales will forfeit membership.

Tables are provided for the distribution of product literature, educational material and other useful information.

**PRESENTATION** *Our responsibilities:*

- All sessions will begin and end on time.
- Most presentations are 45 minutes in length including Q&A.
- A *7x24 Exchange* moderator will introduce each session/speaker.
- Provide all needed AV systems, equipment and support.
- Portable mics will be available to the audience for Q & A periods.
- Edit/Prepare/Reproduce/Distribute Handout Material

*Your Responsibilities:*

- Aim your presentation at the audience's interest (see audience breakdown above). Call if you have questions or wish to discuss.
- Be prepared, rehearsed, ready and on time.
- Provide us with your FINAL presentation by the deadline provided.
- Prepare handout and AV material appropriate to the audience make-up and size and the location – Clear, concise, uncluttered (6 or fewer bullets per frame) and professional. Call if you have questions or need help.
- Always face and speak to the audience.
- Use the audio equipment; it's a big group and all of them wish to hear you.
- Expect and provide time for questions and answers.

- Repeat all questions. This will assure that everyone in the audience has heard each question and give you more time to consider each answer.
- Signal the end of your presentation by summarizing and/or indicating there is time for two more questions.
- To facilitate a productive Q & A session, provide us with 3 or 4 interesting questions so we can prime-the-pump/get things started, as necessary.

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## HANDOUTS

Bound books including a table of contents are provided for each attendee which include:

- A short (100-to-300 word) biography for each presenter.
- Copies of all slides and discussion visuals unless they contain proprietary information.
  - Handout material should be appropriate for inclusion in the conference binder:
    - ⇒ can be printed in black and white – colors/shades/photographs may create problems.
  - If your presentation is in *PowerPoint* or another popular presentation package please provide us with a copy of the disk.
  - A title page and, if necessary, a disclaimer/copyright on this page (1).
- A list and explanation for all acronyms, bibliographies, references, etc., if appropriate.

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## Audience Evaluation

Attendees are continually encouraged to evaluate all aspects of the conference, including rating each session's content and presentation. In addition to rating each aspect on a scale of 1 (poor) to 7 (excellent), attendees are encouraged to enter comments. About 65 percent of attendees submit evaluation forms. These evaluations are used to prepare a summary report, including a ranking of the content and presentation ratings for each session and a summary listing of attendee comments for each presentation. The primary presenter receives a copy of the overall session ranking matrix and comments for their session.

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## Selection Criteria

7x24 Exchange receives more presentation proposals than presentations slots for each conference. Therefore proposals are reviewed with the following criteria in mind:

- The topic must relate to the theme of the conference
- Any proposal with sales overtones will be eliminated
- Proposals in the following formats will be given priority:
  - Case studies with customer participation
  - Multiple vendor presentations on future technology without discussing particular products/services
  - Presentations provided by users
  - Panel presentations which portray many different perspectives of a particular topic
  - Proposals that demonstrate the ability to discuss a technology, concept or problem in as generic of terms as possible.
  - Topics which are timely and compelling to members' interest