

Poster Session Presenter Backgrounder



ARMA Canada is soliciting applications for poster session presentations at the 2013 ARMA Canada conference in Saskatoon, SK from June 2nd through June 5th. Poster sessions are a planned yet informal opportunity for presenters and audience members to interact in small groups.

ARMA Canada, www.armacanada.org, the Canadian Region of ARMA International, was established in 1968. There are more than 1,800 ARMA Canada members.

The annual ARMA Canada Conference provides an opportunity for Records and Information Management (RIM) professionals to expand their knowledge, meet with presenters and exhibitors, and network with their peers. Average attendance at an ARMA Canada conference continues to grow; we anticipate more than 350 delegates from a variety of professional backgrounds/levels at the 2013 conference.

Conference delegates typically work in a wide variety of industries including government, not-for-profit entities, and the private sector. This year, ARMA Canada has chosen the conference theme: "Mining RIM Resources".

This package contains background information for poster session presenters to review prior to submitting their poster session application. It also contains a detailed application form which guides poster session presenters to provide succinct application data for evaluation by the conference Program Committee.

Please direct inquiries arising from this package to the ARMA Canada Director of Program: Uta Fox, CRM, at armacanadaprogramdirector@gmail.com. Inquiries are privacy-protected; however, inquiry responses may be shared among all applicants as required to clarify mutual expectations.

Poster Session Presentation - Background Information

The conference Program Committee advises prospective presenters to read the enclosed important dates, tips and instructions thoroughly prior to completing the application form contained in this package.

4 Quick Q and A's:

1. Important dates:

- ✓ The deadline for poster session presenter applications is **2012 December 1**.
- ✓ If your topic is chosen a presenter contract will be forwarded to you by **2012 December 17**.
- ✓ The signed poster session presenter contract must be returned to ARMA Canada Program Director by **2012 December 23**.

2. Your principal contact for all queries and submissions: armacanadaprogramdirector@gmail.com.

3. What's relevant to poster session presentations at this conference?

Poster Session Presenter Backgrounder

Poster sessions facilitate one-on-one communication between a presenter and the audience, and small group discussions about the content presented. They are an effective and interactive way to introduce an innovative and interesting topic, communicate ideas and research, demonstrate the application of new technologies, or show how your RIM Program did something well. Poster sessions may cover a wide variety of topics (e.g.):

- ✓ An innovative RIM marketing effort/campaign.
- ✓ The analysis of a practical problem-solving effort.
- ✓ The results of a survey or research project.
- ✓ The implementation of a RIM Program (or a part thereof such as a vital records program).
- ✓ How technology (e.g. RFID) is being used in a RIM Program.

4. What's not relevant for poster session presentations at this conference?

- Poster session presentations must be non-commercial and vendor neutral. Under no circumstances should a presenter promote a product/service or monetary self-interest in his/her presentation. The emphasis should be on applying the concept or solution presented. Delegates want real-world examples of what works and practical take-away tools/solutions.
- To date, we expect sessions will be presented in English.
- Please direct any queries regarding content in French to armacanadaprogramdirector@gmail.com.
- Applications will not be accepted from 3rd parties (e.g. PR agencies, presenter bureaus, etc.).

Poster Session Presenter Application Submissions Process

Submit your completed Poster Session Presenter Application, to the ARMA Canada Program Director by e-mail at armacanadaprogramdirector@gmail.com by 2012 December 1.

You may submit more than one application. Please complete one form for each application. The "Poster Session Presenter Application" form is enclosed in this package.

Poster Session Presenter Selection Process

Quality of Content

- ✓ Topic relevancy.
- ✓ Topic timeliness.
- ✓ Well-defined, results-oriented learning objectives that can be met in the allotted time period and using the delivery format specified in the application.
- ✓ Content that is challenging, in-depth, practical or cutting-edge and falls into one of the specified domains.
- ✓ Content that is appropriate for the level specified in the application.
- ✓ Innovative and new approach to current or emerging RIM issues.

Presenter Qualifications

- Professional experience as evidenced by current position and contributions to the industry.
- Expertise in the topic area.

The application form itself:

- Complete.
- Adheres to section instructions.
- Adheres to limitations on wording.
- Adheres to wording guidelines.
- One form per submission topic.

Poster Session Presenter Backgrounder

Tips for completing the Poster Session Presenter Application

Synopsis – best practice for swiftly communicating your topic:

Provide a concise description of the presentation in 75 – 100 words. The word limit is enforced.

Describe the issue or problem the presentation will focus on, and how the presentation will address the problem. Outline the value of the educational offering to delegates (i.e. ensure your synopsis will enable a delegate to answer the question, “What’s in it for me?”).

The synopsis should reflect the session title and the session objectives. The synopsis should not be an editorial on the topic, or an advertisement for the presenter or the topic.

Write in the second person (you) and avoid references to the presenter.

Learning Objectives – best practice for writing them:

Briefly state 3 measurable learning objectives that complete the following sentence, “Upon attending this poster session, you (i.e. the delegate) will be able to . . . “

Tips for writing effective learning objectives:

- Make objectives action- or results-oriented using active words like ‘apply’, ‘analyze’, ‘discuss’, ‘develop’, ‘examine’, ‘explore’, ‘identify’, ‘recognize’, etc. – avoid passive words like ‘learn’, ‘understand’ and ‘know’
- Ask yourself this question when drafting an objective: “What will a delegate be able to do after attending the poster session?” (e.g. *develop* a records retention schedule, not *understand* a records retention schedule)
- Make sure you can deliver on the objectives you specify!

Poster Session Presenter Privileges

If selected to present a poster session, you will gain visibility in the industry, help to educate other RIM professionals, and contribute to the advancement of the profession. If requested, ARMA Canada will publish your poster session hand-outs in the conference proceedings.

Because ARMA Canada is a not-for-profit association, poster session presenters must cover all of their individual travel and living expenses. Each presenter will – however – receive a complimentary, non-transferable, full conference registration which includes:

- All education sessions (Sunday to Wednesday).
- Exhibits/trade show pass.
- Breakfasts, lunches and refreshment breaks as specified in the program (Sunday to Wednesday).
- Sunday evening Welcome Reception.
- Tuesday evening Awards Banquet.
- Access to the online conference proceedings.

Alternatively, a poster session presenter may request an honorarium (\$300 CDN) in lieu of the conference registration. Note: A very limited number of honorariums are available.

Poster Session Schedule

Poster sessions will be located in the Exhibit area. Twelve (12) sessions will be offered; the presenter must be present at his/her display during their session. The schedule is:

- Sunday, June 2nd from 5-7 PM
- Monday, June 3rd, from 9:30 to 11:30 AM
- Monday, June 3rd, from 1:30 to 3:30 PM 2013
- The ARMA Canada Program Director will provide set-up and take-down schedule information to successful applicants in early 2013.

Poster Session Presenter Backgrounder

Publication of Poster Session Hand-outs

You will submit your poster session handouts (e.g. checklists, diagrams, etc.) in native file format no later than April 30, 2013 if you wish ARMA Canada to publish them in the conference proceedings. Access to your hand-outs will be restricted to registered delegates. Proceedings will be published in PDF format.

Poster Session Equipment and Supplies

ARMA Canada will provide the following for each poster session: one (1) draped table, one (1) chair, and one (1) free-standing bulletin board.

Presenters are required to provide all equipment and supplies necessary for mounting their displays. Presenters are also responsible for providing copies of any hand-outs they wish to share with delegates during their poster session.

No storage facilities will be provided at the conference site. Display materials should be pre-assembled because set-up time and space will be limited

The following will be provided to confirmed presenters in early 2013: dimensions of the table and bulletin board, fastener specification (e.g. push pins) for affixing displays to the bulletin boards, and information on the availability (if any) of Internet connectivity and extension cords.