

Speaker Backgrounder – 2013



ARMA Canada is soliciting applications for speaker presentations at the 2013 ARMA Canada conference in Saskatoon, SK from June 2nd through June 5th.

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

The annual ARMA Canada conference provides an opportunity for Records and Information Management (RIM) professionals to expand their knowledge, meet with speakers 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".

ARMA Canada welcomes speakers to the annual conference. The speaking/presentation conference format continues to attract new and seasoned delegates who appreciate knowledge transfer through face-to-face sessions, and subsequent professional networking opportunities among delegates and speakers.

This package contains background information for speakers' review prior to submitting proposed conference topics. It also contains the application form which guides speakers 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.

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Speaker Background Information

The conference Program Committee advises prospective speakers 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 speaker applications is **2012 December 1**.
- ✓ If your topic is chosen a speaker's contract will be forwarded to you by **2012 December 17**.
- ✓ The signed speaker's 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 speaker presentations at this conference?**

- ✓ Your proposed presentation should have direct applicability to the roles and skill sets of potential delegates. Proposals for educational presentations addressing – but not limited to – the following are encouraged:
 - RIM Programs and initiatives that demonstrate measurable impact and results.
 - Best practices and standards.
 - Technology and RIM.
 - Strategies for improvement and innovative approaches.

4. **What's not relevant for presentation at this conference?**

- Educational presentations must be non-commercial and vendor neutral. Under no circumstances should a speaker 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, speaker bureaus, etc.).

Speaker Application Submission Process

Submit your completed Speaker Application Form to the ARMA Canada Program Director by e-mail at armacanadaprogramdirector@gmail.com by 2012 December 1st. The application form is enclosed in this package.

You may apply to speak on more than one topic. Please complete one application form for each topic.

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You may also submit one or more applications to present a poster session using the “Poster Session Presenter Application”, accessible at: www.armacanada.org

Speaker Selection Process

Each complete application will be evaluated by the conference Program Committee on the following criteria:

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 domains at the levels specified in the application.
- ✓ Innovative and new approach to current or emerging RIM issues.

Speaker 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.
- Appropriate number of speakers (case studies and lectures are limited to 2 speakers, workshops are limited to 3 speakers, and panels are limited to 3 speakers plus 1 moderator).

Tips for completing the Speaker 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 speaker or the topic.

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

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Learning Objectives – best practice for writing them:

Briefly state 3 measurable learning objectives that complete the following sentence, “Upon completion of this presentation, 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 presentation?” (e.g. *develop* a records retention schedule, not *understand* a records retention schedule)
- Make sure you can deliver on the objectives you specify!

Delivery Format – choose one per topic submitted:

Each presentation will take the form of one of the following instructional delivery formats.

- **Case study:** Case study works well for situation-specific issues and problems. A case study provides an account of an actual problem or situation an individual or group has experienced, and proposes the basic question, “What would you do?”. There should also be an opportunity at the end of the presentation for delegates to ask questions to clarify or offer comments. Duration: 1 hour, 15 minutes.
- **Lecture:** A lecture provides a large amount of information in a limited amount of time and is an efficient method of providing information not readily available in print or other formats. A lecture should conclude with an opportunity for delegates to ask questions to clarify or offer comments. Duration: 1 hour, 15 minutes.
- **Panel:** Panels work well for policy issues and debate. Panelists dialogue among themselves and their discussion should stimulate the audience’s thinking. Generally there is no audience discussion during a panel presentation. Duration: 1 hour, 15 minutes.
- **Workshop:** A workshop typically has 2 components: a) a technical component which presents theory and b) a practical component of interactive learning involving participants in activities such as small group discussions, problem-solving and other exercises. Due to its extended length, a workshop allows for active audience participation and reflection. Duration: 2 hours, 30 minutes (i.e. two consecutive sessions, each 1 hour and 15 minutes in duration separated by a refreshment/stretch break). *A limited number of workshops will be offered at the 2013 conference.*

Non-commercial Presentations – a reminder:

Educational presentations must be non-commercial and vendor neutral. Under no circumstances will a speaker 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. If selected, you agree not to market products/services during your presentation.

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Speaker Privileges – what's in it for you?

If selected to speak at the conference, you will help to educate other RIM professionals and contribute to the advancement of the RIM profession. ARMA Canada will also publish your educational presentation in the conference proceedings.

Because ARMA Canada is a not-for-profit association, conference speakers must cover all of their individual travel and living expenses. Each speaker will – however – receive a complementary, 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 speaker may request an honorarium (\$300 CDN) in lieu of the conference registration.

Note: A limited number of honorariums are available.

Conference Proceedings

If selected to speak, you must submit your presentation in native file format (MS PowerPoint slides, MS Word handouts, etc.) no later than April 30, 2013. Access to your presentation will be restricted to registered delegates. Proceedings will be published in PDF format.

Some housekeeping details at the conference site

Room Set-up

Depending on room size, the standard room set-up will be theatre style, rounds, or a combination of classroom and theatre style. Confirmed speakers will be asked to indicate their preferred room set-up and ARMA Canada will try to accommodate those preferences.

Audio-visual Set-up

The standard AV set-up will include a podium microphone, a lapel microphone, a screen and a data projector. Please note, this year laptop **computers will be provided**. However, to ensure compatibility issues are addressed, the Program Committee must have all presentations by not later than 2013 April 30th. Confirmed speakers will be asked to indicate any non-standard AV requirements and ARMA Canada will try to accommodate those requests.

Note: Confirmed speakers planning to use an Apple computer are strongly encouraged to bring their VGA connector cable/dongle to the conference because the AV provider's cables may not fit all Apple models.

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