



SPEAKER MANUAL & FORMS

**PLEASE READ ENTIRE MANUAL AND RETURN THE
REQUIRED FORMS BY THE APPROPRIATE DATES GIVEN**

**QRCA 2010 CONFERENCE
SHERATON CITY CENTER
PHILADELPHIA, PA**

Contact:
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2010 QRCA ANNUAL CONFERENCE

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Congratulations for being selected to present at the upcoming QRCA 2010 Annual Conference from October 13-15, 2010 at the Sheraton City Center. We are so pleased that you will be joining us. We are dedicated to making this conference a success and we know you are, too.

Enclosed you'll find information you will need for the Conference to ensure your presentation and experience is a success. Please read all the following information carefully.

The 2 forms included must be returned by the following dates:

- June 18, 2010 - Speaker Agreement
- August 10, 2010 - Speaker Registration

Hotel Accommodations: Make your reservation at the Sheraton City Center prior to September 11, 2010 to receive our conference attendees/exhibitors special room rate of \$209.00 plus tax and fees. Call the hotel reservation department at the Sheraton directly at 1-800-325-3535 and mention "QRCA" in order to receive this rate.

Equipment: You should bring your own laptop to the conference if your presentation requires it for PowerPoint, etc. We will supply a projector, screen or any other AV needs you've requested in your proposal submission.

Presentation Copy: Bring a digital copy of your presentation (CD, DVD or Flash Drive) with you in the event of a computer problem.

Complimentary Registration: Each presentation session allows for 1 free registration; any additional speakers must pay to attend. The registration fee can be divided among the speakers, just indicate your share on the speaker registration form.

SPEAKER CHECKLIST & KEY DEADLINES

TO DO	DUE	SENT
1 200-Word Description – for the conference brochure. The statement should be a concise description of your session informing attendees what they will learn and why they should choose your session. <i>Send to conferenceproposals@qrca.org</i>	May 10, 2010	<input type="checkbox"/>
2 Target Audience One-Liner – for the conference brochure. A concise statement that identifies the primary audience for your presentation. <i>Example: For individuals who want to enhance their personal creativity or For individuals who want knowledge on the latest online qualitative tools.</i> <i>Send to conferenceproposals@qrca.org</i>	May 10, 2010	<input type="checkbox"/>
3 Hands-On Component: Yes or No? (Not required, but let us know so we can highlight in the brochure) <i>Send to conferenceproposals@qrca.org</i>	May 10, 2010	<input type="checkbox"/>
4 Speaker Bio (100 –200 words) <i>Send to conferenceproposals@qrca.org</i>	May 10, 2010	<input type="checkbox"/>
5 Speaker Agreement Form <i>Send to JulieC@ewald.com</i>	June 18, 2010	<input type="checkbox"/>
6 Full Draft of Presentation <i>Send to your Coach</i>	June 18, 2010	<input type="checkbox"/>
7 Presentation Dry Run with Coach (via phone) for comments and enhancement suggestions	By June 28, 2010	<input type="checkbox"/>
8 Speaker Registration Form <i>Send to JulieC@ewald.com</i>	August 20, 2010	<input type="checkbox"/>
9 Final Presentation to QRCA <i>Send to conferenceproposals@qrca.org</i>	September 11, 2010	<input type="checkbox"/>

SPEAKER GUIDELINES AND HELPFUL INFORMATION

THE “WOW” FACTOR

We want you to WOW our audience! In order for us to keep our promise to educate attendees and keep them engaged in your topic, here are some helpful guidelines.

DO

- Speak with excitement/passion about your topic
- Keep your slides simplified so they capture the topic essence
- Provide real examples/case studies to punctuate theory
- Stay on topic
- Pace your Information delivery
- Allow time for questions

AVOID

- Lectures or one voice droning
- Slides with lots of words that presenter reads to the audience
- Theories with no examples
- Excessive name dropping or self-promotion
- Too many ideas coming too fast for integration

KNOW YOUR CONFERENCE AUDIENCE

Attendees come to conferences primarily to learn from experts in the field, and each other. Keep in mind their expectations as you create your presentation.

ATTENDEES TYPICALLY DESIRE:

- To grow professionally;
- To experience and learn how to implement new skills/competencies in their business;
- To validate ideas and practices;
- To develop personal creativity;
- To gain skills to help their clients recognize them as an innovator in qualitative; and
- To make meaningful connections with peers for future sharing and networking

PRINTED PRESENTATION HANDOUTS & MEDIA QUALITY:

Microsoft PowerPoint Handouts (or equivalent)

- 3 slides per page are required for printed materials
- Type size and style that are readable in 3-slide per page format
- Number the slides to ensure correct order when printed
- Assure slide notes do not contain proprietary information
- Must be readable in black and white (although actual presentation should use color)
- Remove any fill colors that are too dark to see text within boxes, etc.
- Save your file as 2003 or prior Microsoft version (do not use 2007 version)
- When you save the file, check the box entitled “embed fonts.” This will keep the quality of your presentation intact even if the fonts that you use are not installed on the computer from where it is printed.
- Save the file in the format: Speaker Last Name – Session Name.filetype (i.e. Smith – How to do Online Research.ppt)

NOTE: Please print a black and white copy of your presentation in the 3-slide format AND photocopy as a final check for the above requirements.

MEDIA MATERIALS:

Send along any media files that are embedded in your presentation. For large files, send via www.yousendit.com to Julie Cygan.

NO SALES ZONE

We’ve all had a few experiences in the past where people promoted or sold themselves or their services too hard during the presentation. Your presentation should be educational and not a sales event for you, your business, or your books.

If you wish to continue contact with certain individuals after the conference, talk to them one-on-one before sending an email with your promotional materials.

We will have a bookstore for selling books or other materials at the conference. Let us peddle your wares, while you develop personal relationships.

SPEAKER AGREEMENT FORM

Due June 18, 2010

You must return this page to:

Julie Cygan, QRCA Meeting Planner
Email preferred (JulieC@ewald.com)



Name _____
Company _____
Mailing Address _____ Country _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

SPEAKER AGREEMENT

- I have read the entire manual and filled out all information requested above.
- I understand that deadlines are extremely important and agree to meet all of them. I also agree that it is my responsibility to meet these deadlines without being reminded multiple times.
- I will work with my coach, as necessary, to ensure I have the best possible presentation.
- During my presentation, I will not carry on and promote my services or my company. I agree to present the session as it was proposed to QRCA and described in my 200-Word description.
- I will notify QRCA immediately in the event that an emergency would prevent me from meeting my obligation as a conference speaker.
- I understand that, if my speaker materials are not received by September 11, 2010, I will be responsible for making copies of my presentation and for distribution at my session. I also realize my materials will not be included on the CD.
- I warrant and represent that, to the best of my knowledge, nothing in my presentation violates any proprietary or personal rights of others (including, without limitation, any copyright or privacy rights) is factually accurate, and contains nothing libelous or otherwise unlawful.
- I warrant and represent that my presentation is my own original work, that I have the authority to enter into this Agreement, and that I am the sole copyright holder or that I have obtained all necessary permissions or licenses from any persons or organizations whose material is included or used in my presentation.
- By signing I hereby understand and agree to the above conditions as listed.

Signature _____ Date _____

Printed name _____



QRCA 2010 ANNUAL CONFERENCE REGISTRATION FOR SPEAKERS ONLY

October 13-15, 2010
Sheraton City Center | Philadelphia, PA

Due:
August 20, 2010

THREE WAYS TO REGISTER:

- 1) Scan to email: Email this form as a PDF to Julie Cygan at JulieC@ewald.com.
- 2) By mail: Be sure to include your check or credit card information. Fill out and mail this form to:

QRCA Office
1000 Westgate Drive, Suite 252
St. Paul, MN 55114 USA
- 3) By fax: Be sure to include your credit card information. Fill out and fax this form to 651-290-2266.

REGISTRATION FEE INCLUDES:

- Three days of workshops
- Breakfast, lunch and break refreshments on Thursday and Friday
- All evening events
- Access to the sponsor Marketplace
- CD of all session materials
- A list of attendees and sponsors
- A chance to meet with friends, new and old

Cancellation Policy: To receive a 100% refund, all cancellations must be received in writing by September 10, 2010. Cancellations after September 10 will be subject to cancellation fees.

QRCA reserves the right to alter or cancel without prior notice any of the arrangements relating directly or indirectly to the conference. QRCA will not accept liability for any losses and/or damage attendees may suffer on account of alteration or cancellation.

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Name (as you would like it to appear on your name badge)

Company

Address

City

State/Province

Country

Zip/Postal Code

Phone

Email

Accessibility and/or Special Dietary Requirements

Besides English, what other language(s) do you speak?

SPEAKER COMPENSATION

- Free (Valued at \$775)
- Partial Registration: \$_____
- Additional Guest for Wednesday Opening Rendezvous - \$125
- Additional Guest for Thursday Dinner Gala - \$125

PAYMENT OPTIONS

- Enclosed is my check for \$_____ USD
- American Express Visa Mastercard
- Card Number _____ Exp. Date _____ Security Code _____
- Phone _____
- Printed Name _____
- Signature _____