



2021

MERCHANT ADVISORY GROUP

TECH FORUM
Virtual
September 8-9

ANNUAL CONFERENCE
Virtual and In-Person
September 20-22

Speaker Success Guide – AC21 In-Person

Thank you for contributing as a speaker for MAG's [2021 Annual Conference](#)

A content planning call for your session will be scheduled once all session speakers are confirmed. In some cases, this may have already occurred.

In the interim, please see the information below for **Critical Deadlines & Key Action Items**.

You may also reference the [speaker information page](#) on the MAG website for the latest information.

KEY DEADLINES & ACTION ITEMS

June 18	<ul style="list-style-type: none"> • Submit bio and headshot here <i>Speaker Bio in PDF format</i> • Completed Speaker Agreement form
July 1	<ul style="list-style-type: none"> • PPT presentations due for Annual Conference (Using the MAG Template)
July 16	<ul style="list-style-type: none"> • Deadline: Speaker Registration - <i>Registration to open in late June</i> • Deadline: As part of the registration process please select if you will be presenting in-person or virtually. • To register for your complimentary speaker pass, be sure to use the promo code sent via email. <i>*Please do not share speaker registration code!</i>

Questions: Contact Justine Seas, justine.seas@merchantadvisorygroup.org

WHAT TO EXPECT WHILE PRESENTING IN-PERSON:

Due to the MAG 2021 Annual Conference being presented in two formats, virtual and in-person, please review the tips below as you prepare to join us in Orlando, FL.

Dress Accordingly:

- Lavalier microphones will be used, please dress appropriately. Ideally your shirt and/or dress will have a collar on which to attach the microphone.
- Avoid chunky jewelry that may interfere with microphone
- Plan to present in solid, [bright colors](#)

Two Audiences, One Experience:

- Remember to speak to and acknowledge both audiences (virtual and in-person) while presenting
 - Example: “Welcome to the MAG Annual Conference! We are excited to have you here today, and a special thank you to those of you who are joining from home.”
- Presentation slides, please avoid:
 - Small text/font
 - Light text colors
 - Small graphs or images
- Slido will be utilized for Q&A with questions coming from both audiences
- Arrive to session room approximately 15 minutes early