



2021

MERCHANT ADVISORY GROUP

TECH FORUM
Virtual
September 8-9

ANNUAL CONFERENCE
Virtual and In-Person
September 20-22

Speaker Success Guide – AC21 Virtual

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"> • Speaker Bio in PDF format • Submit bio and headshot here Completed Speaker Agreement form
Before July 15	<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 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 (week of June 28). <p><i>*Please do not share speaker registration code!</i></p>

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

WHAT TO EXPECT WHILE PRESENTING VIRTUALLY

Virtual Live and Pre-recorded Sessions

MAG is working with [Soliman Productions](#) to produce the virtual MAG Annual Conference 2021 experience. The speaker contact at Soliman, Megan Winkleman, Megan@Solimanproductions.com, will be sending out emails to schedule pre-recording sessions (if applicable) and invites for the live event day. Please keep an eye out for her email.

VIRTUAL LIVE

Virtual speakers who are not pre-recording: Speakers will log on 30 minutes prior to their session and Soliman Productions will perform a tech check and ensure speakers are able to share their slides. Here is an in-depth [video](#) that explains the speaker experience for our virtual platform.

PRE-RECORDED SESSIONS

	Annual Conference	Invites sent by
Planning Calls (1-2 calls)	Week of July 12-16	Justine Seas
Pre-recordings	Aug 2-6	Megan Winkleman
Live Days	September 21-23	Megan Winkleman

To ensure a successful presentation, the following FAQs will provide speakers with the relevant logistical information.

Session Recording

We will be using Zoom to pre-record your session. Please have Zoom downloaded prior to the recording if you have not done so already. If you do not have [Zoom](#) downloaded, please do not wait until the last minute! If you need assistance, we want adequate time to help you troubleshoot any issues you may have.


It is important to note that you will not be using Zoom in the traditional way it is used (meaning, attendees will NOT be in the Zoom meeting). We are using Zoom to record your presentation. On live day, the recorded session will be live streamed from the virtual environment, and there will be a console within the virtual platform that will allow the audience to see additional information about the speakers, such as headshots & bios, and will also enable the audience to ask questions and chat with speakers and other attendees.

FREQUENTLY ASKED QUESTIONS

Live-Day

The week of the event, Megan Winkleman, from Soliman's virtual team, will send you an email with the unique Zoom link that will be dedicated to your session. In that email, you will be provided with a time to log in to that link. That designated time will be **30 minutes prior** to the start of your session. **Please be on time!** These thirty minutes will be used to solve any technical issues that may arise, check your lighting and sound, etc.

How will I know I'm 'Live' ?

When you see the  button on screen, that means you're LIVE. Once you see that Live button, the audience will be seeing you on the website. So, make sure you are ready. Don't worry, we will give you a countdown.

How will I interact with my attendees?

You also will notice the chat box on the virtual platform. That is where attendees will be able to interact with you. **IMPORTANT: Attendees will not be in the Zoom meeting.** The only people in the Zoom meeting will be you and if applicable, your co-panelists, as well as one of our virtual producers who will be monitoring your session in case any technical errors arise.

Do I need the virtual platform open in order to see what attendees are saying and asking?

No, one of our virtual producers will be copying and pasting all questions & comments directly into your Zoom Chat. We will be with you every step of the way to ensure you have a seamless experience.

However, if you wish to have the virtual platform open to see the chats coming in real-time, you are more than welcome to do so. **Please make sure the virtual platform is muted to avoid feedback that would disrupt your presentation!**

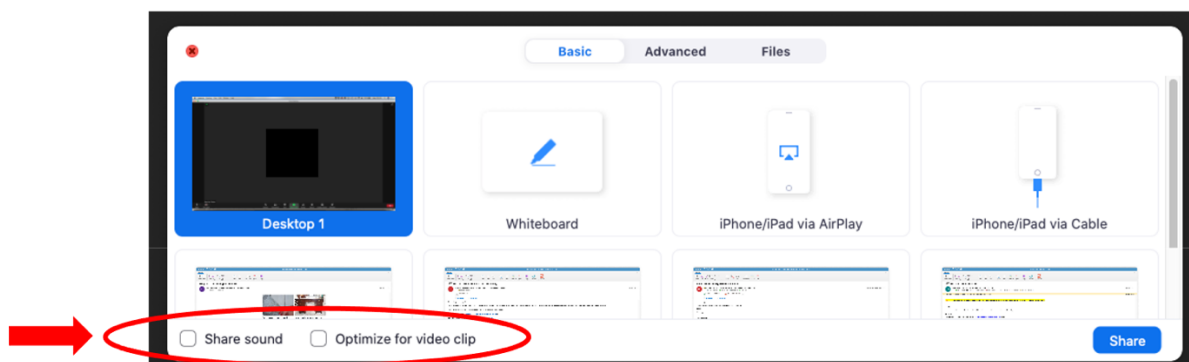
This typically works best if you have a second monitor, or a tablet. In the past, speakers have had the virtual platform open on different devices, and it has worked great. Regardless, if you wish to have the MAG virtual platform open, the Soliman team will still be filtering in all questions and comments into your Zoom chat.

How will I share my slides?

You will share your slides by sharing your screen on Zoom. Please designate one of your session speakers beforehand for this purpose.

Is there anything I need to know if I plan on sharing any video/audio during my presentation?

Yes, if you plan to share any audio and video, there is a very important step you must take. When you click the “share screen” button, a pop-up window will appear. Please make sure that “share computer sound” and “optimize screen share for video clip” are checked. This is vital for a flawless tech experience!



PRESENTER TIPS

✓ **EQUIPMENT**

Utilize an HD camera for the best video option. Silence all background noise and turn off your notifications on all your devices. Place a light in front of

you to brighten your appearance. Maximize your Wi-Fi speed by connecting directly to your modem (if possible) and asking others in your space to refrain from using Wi-Fi. You can test your connection on *speedtest.net*.

✓ **APPEARANCE**

Wear clothing that looks good on camera such as solids, pastels, etc. Stay away from heavy design, patterns, or noisy jewelry.

✓ **WELCOME THE AUDIENCE**

Address the online audience as if they were right there in front of you. Say hello and welcome them to the session. Encourage them to engage in the chat. Give a brief introduction of yourself.

✓ **MAKE EYE CONTACT**

Have your camera at eye level. Look directly into the camera as often as you can, even if you are reading from a script. The audience wants to feel connected to you.

✓ **RESOURCES**

Try to include supportive resources such as the session PPT, handouts and other recommended resources such as links to articles.

NEXT STEPS

Keep an eye out in your inbox for your unique Zoom Link. Again, this will be sent out the week of the event.

If you plan to do any polls during your session, please send them to Orlando, orlando@solimanproductions.com *and* Justine Seas, justine.seas@merchantadvisorygroup.org

If you have read through this guide and still don't feel quite comfortable or ready for your presentation, or if you have any additional questions, Megan Winkleman with our production company would be happy to set up a Zoom call to discuss. Please email Megan Winkleman, megan@solimanproductions.com and Justine Seas, justine.seas@merchantadvisorygroup.org