

## ASLA 2018 Speaker FAQs and Tips

### Key Speaker Deadlines

Click on the links below or [login to the speaker management site](#) for more information about the deadlines and action items below.

	Date	Task
<input type="checkbox"/>	March 26	Accept speaker invitation
<input type="checkbox"/>	March 26	Accept the ASLA <a href="#">speaker housing policy</a>
<input type="checkbox"/>	April 18	Upload speaker photo and review bio
<input type="checkbox"/>	April 18	Provide AIA and/or Florida state license number to your speaker profile
<input type="checkbox"/>	May 16	Speaker registration completed on your behalf. Follow the instructions in your registration email to book your hotel room.
<input type="checkbox"/>	May 17	Speaker Orientation Webinar. View the <a href="#">recording</a>
<input type="checkbox"/>	July 13	Presentation management system opens
<input type="checkbox"/>	July 13	Review the standard room setup and submit any special requests for AV
<input type="checkbox"/>	July 13	Review the <a href="#">ASLA 2018 Presentation Guideline</a> and download the ASLA <a href="#">Annual Meeting logo</a> .
<input type="checkbox"/>	July 31	Submit bookstore and book signing recommendations
<input type="checkbox"/>	August 14	Submit field session route sheets This task only applies to Field Session Co-leaders. For more information, consult the <a href="#">Field Session Planning Timeline and FAQs</a> .
<input type="checkbox"/>	September 18	Submit required <a href="#">session guide</a>
<input type="checkbox"/>	October 1	Submit required presentation to <a href="#">Presentation Management</a> site
<input type="checkbox"/>	October 19-22	ASLA Annual Meeting and EXPO in Philadelphia

**Questions?** Contact Whitney Mitchell at [speaker@asla.org](mailto:speaker@asla.org) or 202-898-2444.

### Registration and Hotel Information

- **Registration:** All education session and field session co-leaders speakers receive a full complimentary registration to the meeting, which will be processed by your behalf. If you do not receive your confirmation by May 16, 2018 or need it to be resent, please contact [speaker@asla.org](mailto:speaker@asla.org).
- **Hotel:** Speakers may be eligible to have a portion of their hotel stay covered by ASLA. Please review the [speaker housing policy](#) for more information.
  - Experient is the official housing bureau for the ASLA Annual Meeting. You must book your hotel room through Experient to be eligible for housing reimbursement. Please do not contact the hotel directly.
  - Your registration confirmation includes instructions on booking your hotel room. Follow the hotel booking instructions in your registration confirmation email carefully to be eligible for the speaker housing reimbursement and avoid creating a duplicate registration profile.

- All speakers are required to book their rooms at one of the following “official” ASLA hotels for the duration of their stay in Philadelphia to be eligible for a reimbursement\*:
  - Philadelphia Marriot Downtown
  - Courtyard Philadelphia Downtown
  - Sheraton Philadelphia Downtown
  - Home2Suites By Hilton Downtown
  - Loews Philadelphia
  - Le Meridien Philadelphia
  - Hilton Garden Inn Philadelphia City Center
  - ALoft Philadelphia Downtown
  - Residence Inn Philadelphia Center City

\*More hotels may be added to the official ASLA hotel list closer to the date of the Annual Meeting. Please consult the ASLA Annual Meeting website for a complete hotel list at the time of your booking.

### Standard Room Setup and AV Needs

- Presentation rooms will be set with living room style chairs and tables for presenters.
- Each speaker will have a lavalier microphone. AV techs will be available to ensure all microphones are properly setup.
- Each standard room will be equipped with the following:
  - Wired podium with microphone
  - Theatre seating for 100-600 attendees
  - 1-2 digital LCD projector(s) and projector screen(s)
- **Note:** Internet is not supplied in our session rooms. However, all rooms will be equipped to play videos with sound if they are embedded in your visual presentation.

### Assign Responsibilities for Presentation

Assign a lead presenter who will be responsible for the:

- **Presentation:** Collect all team members’ slides and compile into a master presentation. Encourage team members to send you their presentation at least two weeks before the event so you can review it as a group, make suggestions, and combine it into one presentation. The lead presenter will be responsible for uploading the presentation in the [Presentation Management system](#).
- **Session Guide:** Develop the **required session guide** that will be posted on the website and in the mobile app prior to the meeting. One unified document should be uploaded to the Presenter Center.

### ASLA 2018 Presentation Style Guide

- Please use the [Presentation Style Guide](#) for developing your visual presentation. The style guide provides parameters on graphic uniformity to the continuing education program and helps attendees orient to your topic and learning outcomes.
- Please include the [Annual Meeting logo](#), the session title, learning outcomes, and the required AIA slides, if your session is approved for AIA CEUs.

### Speaking Tips

*Based on tips from the organizers of TEDx Talks:*

- **No selling from the stage!** Don't pitch your products or services or asking for funding from stage—or any time before, during or after your presentation.
- **Timing is key.** Each session is 90 minutes. In order to qualify for professional development hours (PDH), the presentation must consist of 50-60 minutes, followed by 30 minutes of Q&A.
- **Dream big.** Strive to do something the audience will remember forever. Reveal something never seen before. Share an idea that could change the world.
- **Show us the real you.** Share your passions, your dreams ... and also your fears. Speak of failure as well as success.
- **Keep us engaged.** Make us laugh! Make us cry! And above all, talk into the mic so everyone can hear you!
- **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
- **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
- **Connect with your audience.** Talk with the attendees, not at them. Remember that the audience is not made up of only private practitioners. Try to address all practice types.
- **Rehearse your talk** in front of a trusted friend ... for timing, for clarity, for impact.
- **Don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
- **Encourage audience participation**, especially during Q&A. When addressing questions from the floor, insist that attendees use the microphones provided OR repeat the question so that the entire audience hears the question before you answer it.
- **End your talk on time.** Doing otherwise is to steal time from the people that follow you. Take side conversations off the stage at the conclusion of your session so that the next session in the room can begin on time.

### Session Guides are REQUIRED

- **DEADLINE: Post your session guide to [the Presenter Center](#) by Tuesday, September 18, 2018.**
- Speakers are **required** to provide session guides (intended to aid note-taking) that will be made available to meeting attendees on the ASLA website and in the meeting mobile app prior to, during and after the meeting.
- ASLA will NOT print any session guides. Attendees must access them through the website or app.
- The education session guides webpage is the most frequented on the conference website.
- Attendees can view session guides online or print one as needed, greatly reducing waste and contributing to a more sustainable meeting.
- Please remember sessions will be evaluated partly on the effectiveness of your session guide.
- For more information, go to our [Session Guide FAQs](#).

### Onsite

- **Speaker Ready Room:** We encourage you to regroup with all of your speakers in person on the day of or day before your education session. Locate and make use of the Speaker Ready Room, room 115BC, a workspace available for meeting up with co-presenters to put finishing touches onto your presentation, rehearse, ask questions, or just relax.
  - Speaker Ready Room hours: Thursday: 2:00 – 5:00 pm; Friday, Saturday, Sunday, and Monday: 7:00 am – 5:00 pm.
  - Speakers must check-in at the Speaker Ready Room at least **2 hours** prior to their scheduled presentation. The computers in the Speaker Ready Room will be configured with hardware and software exactly like the ones in the meeting room. It is *imperative* that you review your presentation in the Speaker Ready Room. AV

technicians can help resolve any compatibility or formatting issues and explain the in-room setup.

- **Assigned Session Room:** Meet with your co-presenters at least 20 minutes prior to the presentation at your assigned room. If you have any questions, please see the technician, session host or use the Red Flag feature on the Presentation Management system.
  - A **technician** will be available during your session to assist with any audio/visual issues that arise. Test your presentation in the Speaker Ready Room with the Presentation Management system.
  - A **session host** has been assigned to help you stay on time, make housekeeping comments and introduce you. They will report to the session room 20 minutes before the session's scheduled start time.

## Frequently Asked Questions

### **Can I bring an unregistered guest to my presentation?**

No, ASLA does not issue guest tickets for education sessions. Only attendees with professional full or one-day registrations will have access to education sessions

### **When will the speaker ready room be open?**

The speaker ready room will be available to use on Thursday from 2:00 to 5:00 pm, and on Friday, Saturday, Sunday, and Monday from 7:00 am to 5:00 pm. It is located in room 115BC.

### **Can my visual presentation be updated after the October 1 due date?**

Presentations can be updated up to 2 hours before the session starts. Please check-in at the Speaker Ready Room at least 2 hours prior to their scheduled presentation. The computers in the Speaker Ready Room will be configured with hardware and software exactly like the ones in the meeting room. AV technicians can help resolve any compatibility or formatting issues and explain the in-room setup.

### **How do I get the bookstore to carry my book?**

ASLA hires a third-party vendor to manage the bookstore. While they solicit suggestions for titles to carry from ASLA staff and education program speakers, it is the final decision of the vendor as to what titles will be available for sale. You can submit book suggestions through the Presenter Center.

### **Can I do an ad-hoc book signing?**

No, book signings are successful only if they have been marketed in advance.

### **Can I stay at a hotel outside the block and still receive a housing reimbursement?**

No, in order to receive the housing reimbursement, you must stay in one of the official ASLA Annual Meeting hotels. There are 9 hotels in the block, with a variety of price points and amenities.

### **How much time should I allow to prepare for my session?**

Based on responses from the annual Speaker Survey, speakers spend on average 10 – 20 hours of preparation time for their annual meeting session.

### **What should I do if changes need to be made to my session's speaker lineup?**

Speakers may not be changed without ASLA approval once a proposal is accepted. If a speaker has to cancel, please [notify ASLA](#) as soon as possible. Alternates will need to be vetted by ASLA.

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ASLA  
PHL2018

Annual Meeting  
and EXPO  
October 19-22  
Philadelphia

#ASLA2018

**How do I renew my membership?**

If you are a landscape architecture professional (graduate of accredited landscape architecture programs), you must be a current member of ASLA. Allied professionals are not required to be members. In order to renew your membership, please contact the ASLA membership department by [email](#) or by phone, at 202-898-2444.