IABC WORLD CONFERENCE

CONNECT!

Vancouver, BC
Canada

8-11 June 2025

IABC

Agenda

- Housing and Travel
- PowerPoint Guidelines and Expectations
- Session Takeaways
- Preparing for Onsite Experience
- Tips for Developing Content
- Marketing Your Presentation
- Upcoming Deadlines
- Questions?

Housing and Travel

- The **Hyatt Regency Vancouver** is the venue for the 2025 IABC World Conference.

- Be sure to book by **12 May** to receive the IABC discounted rate!

- If you are traveling from outside Canada or the US, you may need a Visa or Travel Authorization to join us in Vancouver.
  - Please find more information on the Government of Canada Website.

PowerPoint Guidelines and Expectations

- **12 May:** Draft PowerPoints are due to the IABC Google drive.

- **20 May:** Your assigned PAC liaisons will review your PPTs and make suggestions for improvements by this date.
  - *Prep Calls vs Slide Review*

- **2 June:** Final PPTs are due in .PPT/.PPTX format to learning@iabc.com.
  - *These will be available to attendees in the app*
  - *Include any handouts or materials you'd like included with your session in .PDF format by this deadline.*

- Bring your PPT on a USB just in case!

Session Takeaways: New for 2025

- **Due 2 June:** Submit here! One submission per session

- Designed to enhance the attendee experience as "session notes"

- Concise, speaker-created summaries that capture the key insights from your session

- Information to Highlight:
  - Important discussion points
  - Actionable takeaways
  - Resources discussed
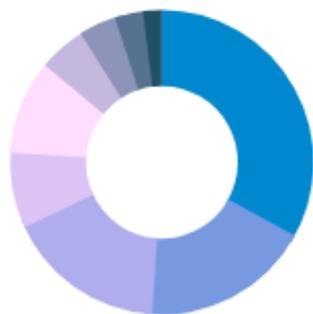 - Speaker contact information
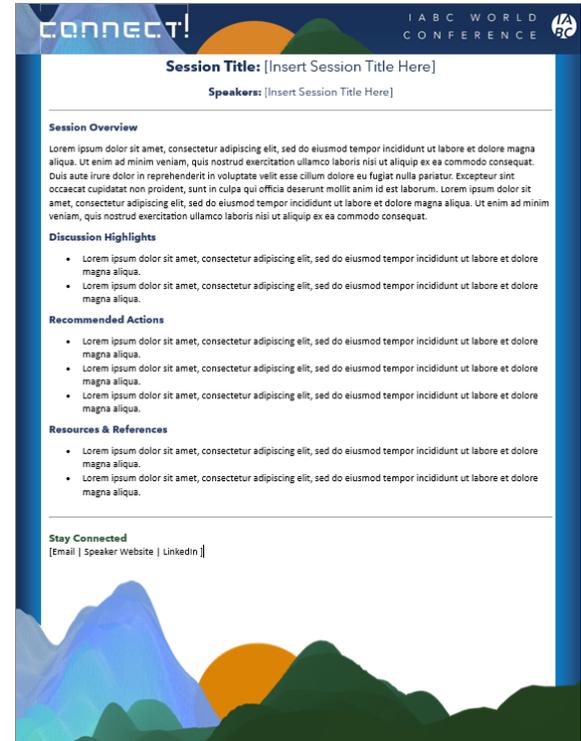
Preparing for Onsite Experience: A/V

- Each session room comes equipped with:
    - Laptop with your PowerPoint pre-loaded
    - Stage with podium for the laptop
    - Projector & screen
    - Lavalier & handheld microphones for speaker(s)
    - Slide advancer
    - Roaming A/V support
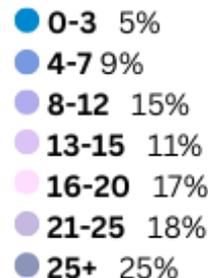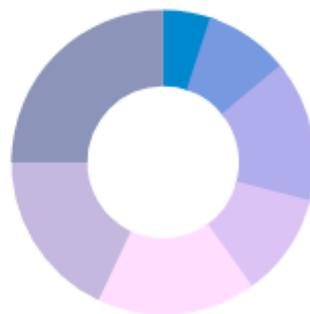   - **Panels only:** chair for each speaker

Preparing for Onsite Experience: Membership

IABC MEMBER DEMOGRAPHICS

Primary Area of Responsibility

- Corporate Communications — 33%
- Employee Communications — 18%
- Marketing Communications — 17%
- Other — 10%
- Public Relations — 8%
- Writing/Editing — 5%
- CEO — 4%
- Research — 3%
- Digital Media — 2%

Years in Profession

- 0-3 — 5%
- 4-7 — 9%
- 8-12 — 15%
- 13-15 — 11%
- 16-20 — 17%
- 21-25 — 18%
- 25+ — 25%

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Preparing for Onsite Experience: Your Session

- Arrive 15 minutes early to your session

- Watch the clock!

- All sessions will have a volunteer session moderator to introduce the session and support Q&A as needed

- IABC Staff and A/V Technicians will be present should you encounter any issues

Preparing for Onsite Experience: Support

- For non-urgent issues, please send email learning@iabc.com and/or drop by the IABC Registration Desk.

- For urgent issues while onsite, please contact us by text and provide your name and your session time.

Sydney Janecke   **Emily Uligian**

Tips for Developing Your Content

- All sessions will be 30-45 minutes.
  - 30-minute sessions:
    - 20 minutes of content and 10 minutes of Q&A
  - 45-minute sessions:
    - 30-35 minutes of content and 10-15 minutes of Q&A
  - We recommend keeping presentations to 20/25 slides or under
  - Be sure to time yourself as you practice!

Tips for Developing Your Content (cont.)

- Have a plan to engage the audience:
    - Polls
    - Peer-to-peer or small group activities
    - Audience Q&A

- Review your session's learning objectives and make sure you are hitting them.

Making Your Presentation Accessible

Matisse Hamel-Nelis

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Make Your Presentations Accessible

- Add alternative text to your images/graphics.

- No flashing or flickering lights or images.

- Ensure you have enough color contrast between your background and your text.

- All slides need to have proper reading order and unique titles.

- Add meaningful and accurate hyperlink text and ScreenTips.

- Make sure that color isn't the only thing conveying information.

Make Your Presentations Accessible (cont.)

- Avoid using tables.

- Ideally, use a sans-serif font and use sizes 18 pt. or larger while leaving enough white space.

- Avoid slide transitions.

- If you're using videos, make sure they are captioned and have audio descriptions.

- Use the **Accessibility Checker** in MS PowerPoint to ensure your content is accessible.

Making Your Materials Available in Advance

- Make sure you share accessible versions, whether in a PDF, MS Word or PowerPoint.

- Reminder: Slides due in .PPT/.PPTX format to learning@iabc.com by **Monday, 2 June.**

When You're Presenting

- IABC will enable live captioning on Google Slides or MS PowerPoint to provide real-time captions.

- If there are multiple presenters, make sure you announce who is speaking.

- Describe any images, charts or graphs that you are showing on a slide.

- Speak slowly and clearly to allow the live captions to pick up what you're saying easier.

- Make sure to repeat any questions asked so that it can be captioned and understood by everyone.

Next Steps

Help Us Spread the Word!

- Connect with IABC on any of the following social media networks:
  - **Twitter/X: @IABC** and #IABC
  - **Facebook: facebook.com/IABCWorld/**
  - **LinkedIn: IABC**
  - **Instagram: @iabcgram**

- Record a video for the IABC Team to use when promoting your session.

- Check out the Speaker Marketing Kit for information on social media posts, web graphics and more to help promote your session.

Reminder of Upcoming Deadlines

- **16 April:** Deadline for any specific room requests

- **12 May:** Housing deadline

- **12 May:** Draft PPT deadline

- **30 May:** Deadline for major changes to session title/learning outcomes/speaker info on the website

- **2 June:** Final PPT due to learning@iabc.com

- **2 June:** Deadline for session takeaway submission

Questions?