



10 TIPS!

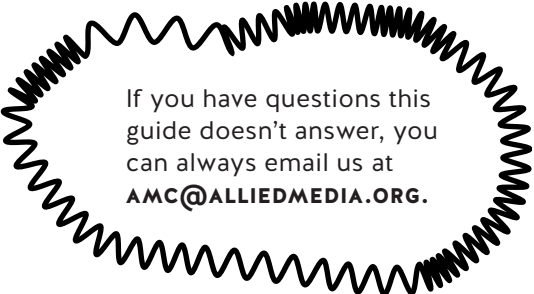
# PRESENTER GUIDELINES





# ALLIED MEDIA CONFERENCE PRESENTER GUIDELINES

Congratulations on being a presenter at this year's AMC! This quick guide is meant to prepare you to have the most engaging and accessible AMC session possible.



If you have questions this guide doesn't answer, you can always email us at [AMC@ALLIEDMEDIA.ORG](mailto:AMC@ALLIEDMEDIA.ORG).

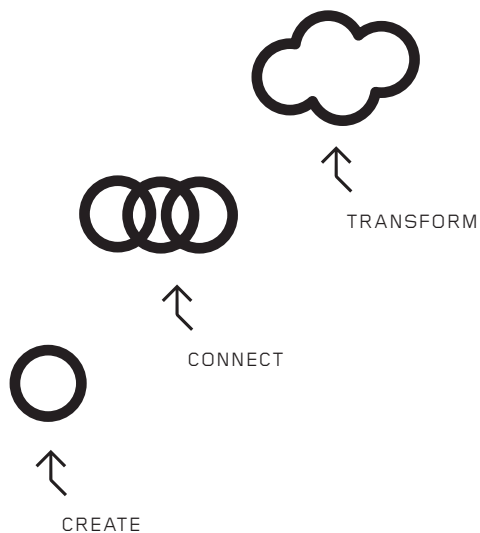
There will be more than 200 sessions at the AMC, spanning nearly every topic and format we can imagine. However, there are common threads that hold the AMC together.

**YOUR AMC SESSION SHOULD:**

**CREATE** space for participants to explore ideas and skills for media-based organizing, the process of using media, art, or technology to address the roots of problems and advance holistic solutions towards a more just, creative and collaborative world.

**CONNECT** ideas and imagination to action, plans and concrete tools.

**TRANSFORM** participants' understanding of your subject and their relationship to it.



# WHAT MAKES A GREAT SESSION?

10 tips to help you design the most engaging and accessible AMC session

## 1.

### PREPARATION

Read these guidelines carefully (even if you've been presenting at the AMC forever!)

Make an outline of what will happen in your session (goals, activities, guiding questions)

If it's a panel, make sure there's a moderator and organize at least one conference call with all panelists in advance of the AMC.

Re-read your finalized session description and make sure your session is doing what you said it would!



# 2.

## EXPERTISE

A strong AMC session outline allows the expertise of both the presenter(s) and the participants to shine. Your outline should include some mix of:

A clear, compelling presentation of material that you know very well

Well-facilitated discussion

A meaningful, participatory discussion or hands-on activity that allows participants to develop their expertise in the subject.

# 3.

## TIME MANAGEMENT

Go in with a clear purpose. With rare exceptions, sessions are only 90 minutes long

Do not use 20 of those minutes having everyone go around introducing themselves and saying what they want to get out of the session. One-word introductions are fine.

Plan for every activity to take about 10 minutes longer than you think it will.

# 4.

## STRONG FACILITATION

Put on your best energy dress.

Know your triggers. Make a plan for how you will manage situations that may cause you to become a less effective facilitator.

Ask for support from AMP staff in advance with any accessibility needs that you may have as a presenter.

Be loving but firm. For example, don't be afraid to stop someone who has been talking too much or for too long.

# 5.

## ACCESSIBILITY

Consider how someone will experience your session if they are...

Under the age of 4 or over the age of 80

If they have limited physical mobility, if they are hearing-impaired, visually-impaired, or have cognitive disabilities

If this is the first conference that they have ever attended, or if they are new to social justice activism.

### Follow these quick tips for basic accessibility:

Ask at the beginning of your session if anyone has specific access needs (and share yours, if you have any).

Avoid letting your session get too crowded.

## 6.

**TRIGGER WARNINGS**

Consider how someone may experience your session if they are a survivor of sexual violence, incarceration, abuse, and other forms of trauma.

Warn participants before sharing content that could force them to revisit their trauma.

**If someone in your session is triggered into trauma, follow these immediate steps:**

Ask the participant if they have specific needs that can support them.

Ask another participant to go check into the AMC info desk and share the concern.

Call the Safety Team. Their phone number is on your lanyard.

Ask the room for a quick break. When you return, remind them of the Safety Team as a resource.

Take time to offer support to the affected person after the session.

**Basic accessibility tips continued:**

Use your “I’m sorry this session is at capacity” sign (located in your supplies box) to indicate when the room is no longer comfortable or accessible to participants with wheelchairs or when there are no more chairs.

When preparing documents for your session use pictures, bullet points, and other visuals instead of blocks of text.



## 7.

**THOUGHTFUL LANGUAGE**

Ask someone’s preferred gender pronouns before making assumptions.

Make a conscious effort to resist ableism, racism, classism, ageism, homophobia, and transphobia in your language, imagery, and examples.

Avoid using difficult words and/or explain what a word means. Explain what you mean in different ways or use examples to be sure that everyone understands what is being said.

## 8.

**TAKEAWAYS**

Give people things they can take home. Like handouts or links, or media that you shared.

Point them to places where they can continue the conversation that was started in your session, like online forums, or offline events.

## 9.

**DOCUMENTATION**

Ask at the beginning of your session if anyone prefers not to be photographed or have quotes attributed to them on the Internet, and do your best to make sure those requests are respected.

Encourage participants to live document your session.

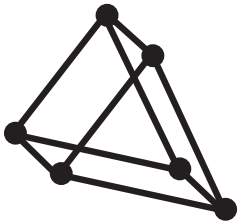
Point them to the link to your session in the AMC session browser where they will find your session’s hashtag and a link to a collective note-taking tool.

# 10.

## FEEDBACK

Five minutes before the end of your session distribute blank comment cards to your participants and ask that they drop them in the “Feedback Box” on the way out.

AMP will use this feedback to shape future AMCs; if we have some volunteers who can help us, we will scan the feedback cards from your session and send them back to you too!



We'd love more suggestions!  
Tweet us [@ALLIEDMEDIACONF](https://twitter.com/ALLIEDMEDIACONF)  
with your presentation best  
practices. **BE SURE TO USE  
THE HASHTAG #AMC2014.**

## BEFORE YOU PRESENT AT THE AMC

### CHECKLIST!

- Review the Presenter Guidelines
- Make any necessary adjustments to ensure that your session is accessible, engaging, and awesome.
- Distribute discount coupon codes to your co-presenters and make sure they register
- Register yourself!
- Book your housing
- Use the link to your session in AMPTalk to promote your session
- Check-in at the Info Desk before your session if you requested special A/V or supplies.
- Make sure you know when and where your session is happening and have no scheduling conflicts
- Review the AMC presenter airport shuttle schedule and plan your travel accordingly





**PREPARATION**

**EXPERTISE**

**TIME  
MANAGEMENT**

**STRONG  
FACILITATION**

**ACCESSIBILITY**

**TRIGGER  
WARNINGS**

**TAKEAWAYS**

**DOCUMENTATION**

**FEEDBACK**

