



Association of Fundraising Professionals  
Central Iowa Chapter  
2008 Mid America Conference  
Standards and Guidelines for Speakers and Moderators

AFP Central Iowa Chapter is committed to presenting educational conferences and seminars that deliver valuable ideas and information, which registrants can use as soon as they return to their offices. Moreover, AFP, and AFP Central Iowa Chapter, believes that speaking at conferences is a unique opportunity and privilege for those employed by or working with nonprofit organizations and to share professional experiences with their colleagues.

For these reasons, AFP Central Iowa Chapter has developed the following set of standards and guidelines to which all speakers and moderators are expected to adhere.

### **SPEAKER QUALIFICATIONS**

1. **Knowledge of the subject.** Speakers and moderators should have both in-depth and broad knowledge of the subject of their presentation, going beyond their personal experience or the experience of their organization or firm. This will help provide examples for participants which illustrate various points of view or methods of doing things, and allow more complete responses to questions.
2. **Expertise on the topic.** Every presenter should have specific personal experience related to the topic of the presentation, and the ability to relate that experience in the form of information usable by other organizations of various sizes.
3. **Presentation skills.** Speakers should understand how to address and teach adults. This includes, at a minimum, good voice projection, coordination of oral and visual information, ability to interact positively with the audience, and ability to synthesize information into understandable segments and present them in an orderly and logical manner.
4. **No commercials.** No speaker may sell or promote his own product or service during any presentation. Distributing or handing out a company's promotional literature is prohibited outside of the exhibit area.

### **SPEAKER GUIDELINES**

1. **Consider the bottom line.** Registrants attend conferences to gather information that can help them do their own jobs more effectively. Speakers should attempt to relate information keeping in mind how it can be used by members of the audience.
2. **Use of visuals.** To assure that presentations increase understanding by utilizing both "show" and "tell," speakers are strongly encouraged to plan to use both the spoken word and appropriate visuals. Visuals should be professional in appearance, easily legible from the back of large rooms, and presented through video tape, PowerPoint or similar computerized format. AFP Central Iowa will provide the MAC '08 logo that speakers are encouraged to use. In any event, speakers are not to use a commercial company logo on any slides except one slide at the beginning or end of the presentation where the speaker shows his or her name and affiliation. Repeated use of a commercial logo on multiple slides is strictly prohibited. Examples, stories and anecdotes should be used where appropriate. Speakers must provide their own laptop computers.

3. **Use of handouts.** To assure that presentations increase understanding by utilizing repetition, speakers must provide handouts of their presentations, including reproductions of visuals, with space provided for notes. Any research used in the presentation should be referenced, along with source(s), and any use of another organization's samples or other information should have the prior approval of that organization. The Conference staff will arrange for distribution of handouts in electronic format, when the material is received by the stated deadline. If handouts are not submitted by that deadline, speakers must, at their own expense, provide at least one handout per seat for the planned room capacity onsite. AFP Central Iowa Chapter will not be responsible for duplication of handouts onsite.
4. **Rehearse, rehearse, and rehearse.** Every speaker is urged to rehearse their presentation several times in advance of the conference, and to assure that it can be completed in the allotted time. Speakers are encouraged to use the Speaker/Sponsor hospitality room to rehearse on-site, prior to their presentations, to assure that their equipment is functioning properly and that presentations coordinate. It is strongly preferred to avoid "set-up" and "take down" gaps, that all presentations for a single session be merged onto a single computer which can then be shared by multiple speakers.
5. **No religion, no politics.** Presentations should be limited to professional topics and should be free from the expression of religious, political, philosophical or other beliefs.
6. **Presentations by representatives of commercial organizations.** AFP encourages presentations by representatives of commercial organizations. AFP educational programs are noncommercial forums (except the Exhibit Hall). Individuals should refrain from the use of brand names and always refrain from any form of specific product endorsement. Under no circumstances should the AFP Mid America Conference podium be used as a place for direct promotion of a speaker's product, service or monetary self-interest. Overt marketing of instructor material, products or services are not acceptable. Distribution of publicity, PR or "sales" materials as a part of the handouts or presentation materials are prohibited, however, appropriate biographical information about the speaker and his or her affiliation and contact information is permitted.

I agree to adhere to the guidelines outlined in the Standards and Guidelines for Speakers and Moderators.

Name (please print): \_\_\_\_\_

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**Signature of Presenter**

**Date**

**Please return to:**

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