Your connection
to knowledge, resources and networking

ALA®
Association of Legal Administrators

Speaker Guidelines

For ALA Conference Presenters

Revised 2019

Foreword

The Association of Legal management professionals (ALA) is pleased to welcome you as a presenter at an ALA educational conference or workshop. ALA takes seriously its role in providing ongoing professional development opportunities for its members and other stakeholders in the legal industry. As continuing education program sponsors, ALA and ultimately you as a presenter, are charged with providing substantive and compelling information that meets the needs of our membership and follows accreditation requirements. We are further charged with providing that information in ways that adhere to the standards of effective public speaking. To that end, this presentation guide is written to assist presenters in providing information relevant to the legal management professional audience, in accordance with our
accreditation standards, and in ways that have been associated with positive outcomes.

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Introduction

How to Use the Guide to Give a Presentation at an Association of Legal Administrators' Event

The Association of Legal Administrators (ALA) is pleased to welcome you as a presenter at an ALA educational conference or event. You are an integral part of the Association's ability to provide ongoing professional development opportunities for its 8,000+ members. As a continuing education program sponsor, ALA is charged with providing substantive information aligned with both accreditation requirements and the needs of our membership. As a presenter, we ask you to work in partnership with us to fulfill those commitments.

To that end this presentation guide is written to assist all our presenters, the novice and experienced alike, to:

- Provide a high-quality education program relevant to legal management professionals
- Adhere to our accreditation standards for continuing education credit
- Present material using principles of effective public speaking
- Structure information in ways that we know to be associated with positive learning outcomes

Speaker Resources

In addition to these Speaker Guidelines, ALA provides additional speaker resources. These resources include: answers to Frequently Asked Questions, our Power Point templates, How to Present to an Adult Audience and 101 Inside Tips for More Successful Presentations.

ALA Presentation Standards

Aligning Your Presentation with Association and Accreditation Expectations

The Association of Legal Administrators is committed to upholding the value and integrity of the educational opportunities that it provides the international legal community. That commitment is reflected in our mission statement and in our adherence to specific ethical standards to which, you as a presenter, are expected to comply as well.

The ALA Mission

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

Presentation Policies

In addition to providing competency-based content, ALA expects all presenters to adhere to specific ALA policies regarding diversity and sales or promotions.

Diversity Issues and Ethical Obligations as an ALA Presenter

All presenters should be sensitive to diversity within ALA and the legal community with regard to gender, race, religion, age, ancestry, sexual orientation, national origin, and issues of ableism. ALA asks that speakers use inclusive language that demonstrates respect for all people and cultures. Please be sensitive to your audience in your choice of language and use of anecdotes. Use non-sexist language throughout your presentation and avoid gender-biased comments (e.g., assuming all secretaries are female, all lawyers are male). For this specific audience, it is important to avoid "lawyer bashing." As ALA strives to meet the professional needs of the legal

management team, it is increasingly likely that attorneys will be part of your audience. Always keep in mind that yesterday's joke may be today's blunder.

Performance Standards:

A. Abide by the deliverable dates listed below:

B. Promptly reply to all communications from ALA.

C. Not denigrate ALA, its programs or representatives in any manner.

D. Not defame, slander or libel any person, firm or corporation, nor disparage any organization, product or service.

E. Present sessions per the **ALA Standards of Professionalism** and these **Speaker Guidelines.**

F. Agree and state that all materials and content presented by Speaker:
   1. are accurate,
   2. are original, or that Speaker has obtained necessary permission for Speaker's use of the materials and content, and
   3. do not promote or endorse any product, service, or device.

G. Not sell or promote any product or service at any time during the session presentation(s).

H. Not give a book or other materials away unless everyone attending Speaker's session(s) will receive it.

Speakers who violate this rule will be excluded from speaking at future Association of Legal management professionals-sponsored events.

Adhering to Accreditation Standards as an ALA Presenter

The Association of Legal Administrators is committed to adhering to standards for delivering the highest quality continuing professional education. Most education sessions are accredited for continuing education credits.

- ALA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

- ALA is an approved continuing legal education provider (MCLE) in California, and the conference or individual sessions may be approved for CLE credit in individual states.

- ALA is an Approved Provider of recertification hours form SHRM and HRCI. Many (though not all) of our presentation sessions qualify for these continuing education credits.

- ALA is the credentialing body of the Certified Legal Manager (CLM)® Program and provides many educational opportunities for those pursuing application credits prior to taking the exam. All of ALA's live programs are eligible for recertification credit in maintaining their CLM designation.

To meet the standards of these accrediting bodies, it is imperative that your presentation materials are comprehensive and substantive in support of your presentation.

The ALA Audience

Tailoring Your Presentation to Meet the Needs of ALA Audience Members

ALA positions itself as the provider of cutting-edge services to the legal community, solving the most critical strategic and operational challenges facing legal management professionals today while preparing them for the opportunities of tomorrow. To do that, we partner with experienced legal management professionals and other industry experts to provide practical knowledge that helps people do their jobs better. In other words, you are a key component of our ability to deliver on a promise to legal management professionals and the legal community. But doing that effectively requires understanding the audience and their needs. So, who are legal management professionals? What do they want from an educational session and why? In this section we look at the demographic profile of legal management professionals and their profession.

What Do They Want?

Conference attendees want practical knowledge presented in an interactive, memorable way. Give participants ways to become more effective professionals. They want information that can be applied or tools that can be used to improve understanding or efficiency. Job aides are always popular. Theory is useful only when session participants are shown how to use it.

How Do They Learn?

Learning is not a passive activity. Give yourself a break—let other people do some of the talking. Attendees learn best when they are doing, not when they are listening. Involve participants by using questions, exercises, and other activities.

Understanding the Legal Management Professional Role

Your presentation should reflect an understanding of the legal environment and should be tailored to meet the needs of the experienced legal management professional. A legal management professional is the business manager of a law firm. Ninety percent of your audience will be administrators of law firms, while five percent will be legal management professionals of a corporate or government law department. **<u>Most of our members are not lawyers</u>.**

The legal management professional is charged with managing and administering a law firm or corporate law department. The legal management professional reports to the managing partner, shareholder, general counsel or a management executive committee and frequently participates in management meetings. If you are not familiar with the work of legal management professionals, we suggest you spend some time on ALA's website at http://www.alanet.org to learn about the profession.

Core Competencies in Legal Administration

So, what exactly are the needs that you should tailor your presentation to fulfill? The successful legal management professional must be competent in five core disciplines. As each of these disciplines is characterized by change, legal management professionals look for opportunities to engage in continual professional development. These disciplines or practice areas include:

- **Communications and Organizational Management -** including oral communications (e.g., presentations to staff and lawyers, client contacts), written communication skills (e.g. writing memos, policy manuals, job descriptions), leadership styles, team development, organizational development techniques, interpersonal relations skills, negotiation skills, time, change, conflict and stress management strategies.

- **Financial Management -** knowledge of planning, forecasting, budgeting, variance analysis, profitability analysis, financial reporting, general ledger accounting, time and billing systems, alternative billing methods, billing and collections, cash flow control, banking relationships, investment, tax planning, tax reporting, trust accounting, payroll, pension plans and other financial management functions.

- **Human Resources Management -** knowledge of procedures and tools for recruiting, selecting and retaining employees, U.S. federal employment laws, performance management systems, personnel training methods, employee motivational techniques, U.S. employee benefit laws, compensation, employee benefits and reward systems.

- **Legal Industry/Business Management -** knowledge of ABA Model Rules of Professional Ethics as they pertain to law firm management (e.g., conflict of interest, advertising, client file management), business insurance, professional liability issues, changes/trends in the legal industry, planning techniques (e.g., strategic, disaster and business planning), procurement and contract management procedures, client service strategies, marketing techniques, records management and retention requirements, and survey research.

- **Operations Management -** knowledge of the features and capabilities of computer and network hardware and software systems, including general purpose packages, Internet, Web-based technology, and security and confidentiality, facilities management procedures and techniques, lease/contract agreements, project management, space assessment, design and development strategies, electronic privacy issues, features and capabilities of practice support systems.

Attendees at ALA education events want substantive instruction that will enhance their knowledge and improve their skills in at least one of the areas listed above. As it is important that your presentation address the ongoing professional needs of legal management professionals, you will need to bear in mind that most administrators attending an educational conference already possess at least basic knowledge in these areas. **Your presentation should focus on the intermediate to advanced-level audience unless otherwise specified.**

Conference or Event Demographics

Demographic analysis of our audience reveals slight differences across our conferences such as the Law Firm Financial Management Conference. You will want to pay attention to the demographics for the conference(s) for which you have agreed to speak. In Table 1 below the variable differences between conferences are listed. This table includes those variables likely to impact your preparation and audience adaptation processes.

Table 1: **Audience Demographics by Conference Type***

Conference Type	Experience Level	Firm Size	Education	Continuing Education	Conference Attendance
Annual Educational Conference	58% have been administrators for over 11 years; 24% of attendees have been principal administrators or branch managers of a law firm or corporate law department for 6 or more years	46% work in law offices with 30 or fewer attorneys; 53% work in offices with 31-74 attorneys	59% have a college degree; 21% of those have a graduate or professional degree	8% are CPAs or lawyers attending to earn continuing education credit	Approx. 75% attend a conference annually or semi-annually; approximately 24% will be first time attendees
Law Firm Financial Management or Human Resource Management Conferences	60% of attendees have been principal administrators or branch managers for more than six years; 24% have been legal management professionals for over 11 years	45% work in law offices with 30 or fewer attorneys; 29% work in offices with 31-74 attorneys	52% have a college degree; 18% of those have a graduate or professional degree	33% are CPAs, HR Professionals or lawyers attending to earn continuing education credit	Approx. 50% attend a conference annually or semi-annually; approx. 50% will be first time attendees
Intellectual Property Retreat	66% of attendees have been principal administrators or branch managers for more than six years; 24% have been legal management professionals for over 11 yearrs	28% work in law offices with 30 or fewer attorneys; 25% work in offices with 31-74 attorneys	40% have a college degree; 11% of those have a graduate or professional degree	3% are CPAs or lawyers attending to earn continuing education credit	Approx. 82% attend a conference annually or semi-annually; approx. 39% will be first time attendees

Unless otherwise instructed by an ALA professional development staff member these variables indicate that you need to gear your presentation at **an intermediate to advanced-level audience** as our typical attendees are well-educated and have several years of professional experience.

The Presentation Context

Working Within the Context of an ALA Conference or Event

Along with audience variables, there are also contextual variables that can impact your decisions regarding your presentation content and your delivery. While some variables are common to any presentation (i.e., presentation setting, audio-visual equipment, and audience size), others are specific to ALA, including the published description of your session and ALA session management processes.

Standard Presentation Settings

Most of ALA presentations are scheduled in a hotel or convention center. While rooms are typically set with a lectern, screen, and presentation table in the front of the room, other presentation accommodations can often be arranged. Audience members are also likely to be seated in standard classroom format, but if members are to be working in groups or if the presentation is informal, you may seek alternative seating arrangements and ALA will attempt to accommodate you, although time constraints and conference logistics may prohibit our ability to do so.

Audio-Visual Equipment

Speakers must bring their own laptops. If you use a MAC computer, please be sure to bring a dongle to insure proper connectivity. ALA **DOES NOT** provide laptops, laser pointers, or wireless mouse devices (aka clickers/slide-advancing devices).

Audience Size

To project numbers of attendees for session assignment and materials, we ask registrants to indicate on their registration form the session in each time slot they are most likely to attend. Although sessions may range in size from 25 to over 500, the actual size will vary by the type of conference at which you are to present. As a result, we design specific sessions for our conferences based on audience approximations as depicted in Table 2.

Table 2: **Audience Approximations by Conference and Presentation Type***

Conference Type	Keynote or General Session	Concurrent Sessions	Workshops
Annual Educational Conference	Audience may range from 1000-1500 participants.	Audience may range from 25 to more than 500, but sessions are designed for approximately 75 - 150 participants.	Workshops are likely to require advance registration and audience size will be limited as specified in the published brochure.

Conference Type	Keynote or General Session	Concurrent Sessions	Workshops
Law Firm Financial Management	Audience may range from 100 to 150 participants.	Audience may range from 25 to nearly 100, but sessions are designed for approximately 30 - 75	Workshops are likely to require advance registration and audience size will be limited as specified in the brochure.
Law Firm HR Management	Audience may range from 100 to 150 participants.	Audience may range from 25 to nearly 100, but sessions are designed for approximately 30 - 75	Workshops are likely to require advance registration and audience size will be limited as specified in the brochure
Intellectual Property Retreat	Audience may range from 50 to 70 participants.	Not Applicable	Not Applicable

*Aggregate data is from past ALA conference registrations.

Session Description

Please take time to carefully review the published session description(s) for your session(s). The session description can be found in the online conference brochure for your event. It contains specific information about your presentation and serves as the foundation for your course preparation. You can find brochures for conferences and workshops on the events page of ALA's website.

You will be evaluated by attendees on how closely your description matches your presentation. **Past evaluations indicate that "truth in advertising" is VERY important! Presentations that do not match conference brochure descriptions, learning objectives and the audience statement are NOT well evaluated or received. The same is true for presenters selling products or services from the podium.**

Session Management

Before your session, a session manager will help attendees find seating. At the start of your presentation, the manager will introduce you to the audience using the biographical data you provided for the conference brochure. If you request, this individual can be available to channel questions to you or help you with any unique requirements. The session manager prompts you, as needed, (with a large sign) to repeat the question for the benefit of the audience, and to signal you when you are nearing the close of your session. **Please be considerate of the sessions and events that come before and after you. Start and end your session on time!**

Presentation Tips

Tips and Other Best Practices

All presentations require substantive content and effective delivery styles. There are, however, different guidelines for different audiences, different contexts, different presentation goals, and different speech types. How do you know what to do and when? What are the consequences of failing to align your presentation in a fashion that optimizes the situation and mitigates the constraints of that situation? Consider the differences between the outcomes listed in Table 3.

Table 3: **Good and Bad Presentation Outcomes**

Don't Let This Happen to You	*Instead*
"Need to relate better to law firms…"	**"…knows her subject and law firms."**
"This course was unbelievably basic!"	**"Excellent info… appropriate to the level of a seasoned administrator."**
"Extremely disorganized"	**"Great materials to take back to the office. Lots of detail, very practical."**
"More in-depth examples...more examples would make the session more interesting and hands on."	**"Very hands on."** **"Well researched and prepared."**
"Presentation did not match brochure description."	**"Presentation was excellent and on point."** **"Was exactly as expected."**
"…turned the session into a sales pitch! Very bad!"	**"Excellent presenter in all respects— thorough, articulate, focused, good tools."**
"More interaction with group... More group input/comparatives."	**"I like the group interaction."**
"Speaker was knowledgeable but not an interesting speaker."	**"High energy - good presenter!"**
"I didn't learn anything new…"	**"I walked out of the session with new ideas and clear procedures..."**
"Rather than just display the stats, provide a synthesized message of the findings." "Don't read to us – I can do that – add value."	**"I liked the way the speaker's comments didn't just repeat what was on the presentation, but elaborated and explained differently."**

But how exactly do you get from Column 1 to Column 2 outcomes? Typically, presenters who have received our higher ratings have aligned their presentation with standard content, course level, and presentation style guidelines appropriate for the ALA audience.

Standard Content Guidelines

Participants consistently tell us they want topics that are current, and ideas that they, as **seasoned administrators,** can use to resolve issues. Additionally, participants want your session content to provide new tools or solutions to existing problems or to prepare them for an emerging trend in the future. As working legal management professionals, our participants are aware of existing problems; they may not, however, have been exposed to the latest methods available for addressing those problems. While these are the general expectations, the level at which you should provide current ideas and tools is dependent upon ALA published documentation regarding content level.

Content Level

When developing your presentation, please design your course content to meet the requirements published in promotional or event brochures. To meet accreditation standards, ALA publishes the level of instruction or content the session is designed to meet.

Essential or basic courses deal with fundamental principles, basic working skills or "ABCs" of a subject and are intended for participants with little experience and knowledge in the subject area. No advanced preparation on the part of attendees is necessary for successful participation in these sessions. ALA does offer sessions at the basic level. Most ALA sessions, however, are intended for an **intermediate to advanced level**.

Intermediate and advanced sessions are intended for audience members with multiple years of experience, and/or certification or a degree. Audience participants are expected to have a working knowledge of the concepts, skills, and/or procedures associated with the topic or competency being addressed. To check the expected level of your content, recall the conversation you initially had with the committee member who asked you to present at the conference. When you are ready to present, simply examine the promotional or final brochure. You should find written documentation like the content detailed in Figure 1.

Audience: Advanced
Attendees should have at least 10 years of experience with organizational culture.

Figure 1: **Session Content Level Documentation**

Notice in Figure 1 an audience statement which outlines the type of skills, knowledge, and/or ability all attendees should have prior to participating in the session. The audience levels used by ALA are: E = Essentials; I = Intermediate; and A = Advanced. Use these codes, if applicable, and audience statements to tailor your content to the appropriate audience level and to audience expectations. Keep in mind that the *most common criticism* on participant evaluations is that the

course or session was "too basic."

Standard Presentation Guidelines

Standard speaking guidelines and principles indicate that presenters should engage and stimulate their audience in ways that spur them to action that improves processes behaviors, or procedures, or helps them think differently about a problem. Some rather basic rules of procedure that support these results include:

- Adhering to the principles of effective speech delivery such as direct eye contact, the use of variety in tone and pitch, including gestures, avoiding articulated pauses, annunciating clearly, and pronouncing words correctly

- Timing your presentation to leave room for audience participation while still adhering to the time specifications for your presentation

- Avoiding over-reliance on presentation support materials such as PowerPoint slides

While these are the general guidelines for effective presentation, the rules of engagement differ depending upon the type of presentation for which you have been contracted.

Common Rules for Solo Presentations

Rhetorical theory has long suggested that a good speaker adapts to the environment, the purpose, the event, and the audience. So, what does this mean for a modern-day presenter at an ALA sponsored event or conference? When presenting as a single speaker, ALA participants tend to expect and value each of the following:

- Provide well-organized and well-delivered content appropriate for the audience and level of pre-existing knowledge indicated in promotional and informational literature.

- Provide a slide presentation with salient points that can be seen by everyone in the audience. Wordy or data driven slides are too cumbersome for the audience to take in. Use the slide presentation as a platform for learning and delve into detail with your verbal presentation. Again, remember many in the audience will not have a copy of your presentation to follow along.

- Strictly adhere to the time constraints of the event so participants can adequately plan their learning agendas and meet their learning goals.

- Use the platform when available so that all participants, including those situated in the back of the room, can see you as you present your materials.

- Leave adequate time for participants to interact with you in a question-answer or discussion format so they can obtain the types of information they need to transfer knowledge from the classroom or event to the work setting.

Common Rules for Panel Presentations

Planning for and participating in a panel discussion or symposium is fundamentally different in both preparation and presentation than that of preparing and delivering a solo presentation. The communications classic *Principles of Speech Communication* by Gronbeck, German, and Ehninger offers these guidelines for successfully participating in a paneled discussion:

- Write and prepare your content to fit within the prescribed theme and in accordance to the published learning objectives. Remember that both the topic and the learning objectives substantially restrict the boundaries of appropriate presentation content.

- Keep in mind that you are expected to present information on a portion of the overall topic or theme. It is imperative, in fact, that you constrain your presentation to the assigned topic to avoid replication and undesirable duplication within the overall discussion.

- Although your prepared comments should be restricted to your specific topic, be ready to discuss multiple aspects of the general theme or the implications from the other presenter's, thoughts, processes, or ideas.

- Anticipate the likely impact of your ideas on the other members of the panel so the discussion can move smoothly and freely among all participants. Be conscious of the fact that a panel presentation can feature disagreement in speaker perspectives. The goal of the overall presentation may, in fact be to illuminate different positions and ideas, or a panel may be enriched by such differences. Regardless, a panel presentation is never an acceptable arena for grandstanding.

To assist panel presenters, ALA will try to host at least one conference call with all panelists to arrive at a plan of action and to divide responsibilities among the team. Although ALA involvement is desirable, it may not always be feasible. In these cases, participants are expected to contact one another to plan how each member can successfully contribute to achieving the overall goals of the presentation and in meeting the learning needs of the audience.

Common Rules for Session Facilitation

Most ALA events or sessions that include an assigned facilitator are learning discussion groups rather than decision-making groups. The primary goal of learning discussions is for members of the discussion to educate one another and to come to a more complete understanding of an issue, problem, process, idea, or topic. If you have been asked to serve as a facilitator of a learning discussion such as an idea exchange, roundtable or discussion group, your role is to assist members in communicating effectively with one another and in meeting the learning goals of the group.

The typical guidelines for successfully facilitating a learning discussion include each of the following:

- Begin the session with a brief introduction that outlines the overarching question at hand. The question could be, for example, "What is the value of pursuing the CLM designation?" or "How do you know if your firm has a sufficient business continuity strategy in place?" Gathering a primary question or set of questions regarding the assigned topic will provide both you and discussion participants with a place from which to begin a substantive discussion.

- Strategically use questions throughout the discussion as means for bridging lulls in conversation, for soliciting participation from a reticent member of the group, for seeking clarification, and for moving the floor or discussion away from a point that has been adequately addressed.

- Periodically provide summaries of the discussion, of the key points raised and addressed, and of emergent areas of either contention or consensus.

- Be aware of the group's dynamics and, if necessary, address and neutralize unnecessary contention among group members. You are most likely to find, however, that ALA audience members are committed to furthering their understanding of the subject and as a group tend to be respectful of divergence in thought.

Additional Resources

- Big Dog's Leadership Page *Presentation Skills*
http://www.nwlink.com/~donclark/leader/leadpres.html
Don Clark provides a rich discussion of presentation skills for the business and corporate leader including verbal delivery, visual aids, and writing organization techniques.

- Colorado State University *Organizing Your Writing*
http://writing.colostate.edu/guides/processes/organize/
This section of the CSU's Web site is devoted to writing guides. At this particular page information on organizing and selecting an organizational format is provided.

- The University of Pittsburgh *Communication Across the Curriculum*
http://www.speaking.pitt.edu
This section of the University's Web site details the structure of presentations and organizational formats.

Support Materials

Effectively Using Presentation Materials and Visual Aids to Optimize Learning Outcomes

Presentation Materials

Presentation materials are required. As a presenter, your presentation materials should be designed to strengthen participants' understanding and maximum benefit from your presentation. They should always be prepared with the highest possible standards of accuracy, clarity and relevance to the learner's needs. Keep in mind that ALA learners are likely to review the materials in advance of your session and/or use them as recall materials well after the event is over.

Appropriate presentation materials take many forms and may include any or all of the following: (1) an annotated outline, (2) a copy of your PowerPoint or presentation slides, (3) journal articles, (4) annotated bibliographies, (5) checklists, (6) model forms, (7) worksheets, (8) procedural guides, (9) a list of online resources, (10) templates, etc.

Regardless of form, the material included in your presentation materials should **be directly related to the course or session content**. As observed in our session evaluations of previous conferences, our participants prefer presentation materials to "match" or follow your organizational format and, if used, your visual aids, whether the attendees view the materials before and/or after your presentation.

If you are including article reprints, all articles should be current (published within the previous two or three years) and must include reprint permission. Additional articles can be listed in a bibliography. Please provide a clean reprint or copy of each article. As a speaker you may also include such items as non-related articles you have written or professional brochures with appropriate reprint permission.

NOTE: We ask that you use one of the seven ALA PowerPoint templates if you plan on using a slide show in your presentation. These templates along with more presentation aids can be found in the ALA Speaker Resources at https://www.alanet.org/education/speaker-resources

Presentation Materials Tips and Requirements

Because of the significant role presentation materials play in our learning environments and because presentation materials are required by accrediting bodies, speakers may be requested to revise presentation materials to comply with accreditation requirements and ALA standards.

A good guideline is one page of substantive material for every 10 minutes of presentation. We have received numerous complaints from member-attendees about speakers who request their business cards. Instead, list your contact information on the final slide of your presentation so that an attendee may contact you if a need arises.

In multi-speaker presentations, one speaker should coordinate the preparation of a single set of presentation materials for the session.

Copyright Information

Published Web materials, forms and articles are usually protected by copyright. You must secure the publisher's permission to have these materials posted for your session. **Articles without written permission attached will NOT be posted.** All Web, magazine or newspaper articles must display reprint permission, title of publication, author, date published, and publisher's address and phone number. Please attach written documentation of the reprint permission.

Writing and Formatting Specifications

Well-written materials are very important in the legal profession. Because of their wide availability to all ALA members, you will want yours to reflect favorably on you and your firm or organization. Your materials should be thorough, readable and of the highest quality. To assist you with formatting your materials our formatting specifications as depicted in Figure 2 is included.

Font Size
A font size of at least 12 point for Word documents and 24 point for PowerPoint presentations should be used throughout.

Cover Page
ALA will prepare the cover page, which will include the following information:
1. Course or session name consistent with the session title printed in the program brochure
2. Name of speaker(s)
3. Session code, which is printed in the program brochure
4. Day, date and time of presentation
5. Name of conference or event
6. City and State and/or Province of conference site
7. Association of Legal management professionals

Figure 2: **Formatting Specifications**

Handouts

Like many other organizations, **ALA does not provide printed copies of presentation handouts on-site unless they are to be used for an in-class exercise.** Your presentation materials will be available **exclusively** on the ALA website and will not be distributed in the session rooms. Some attendees will print them out and bring a paper copy to your session, some will view digital versions on their computer or mobile device and some will not have any personal copy. Therefore, please refrain from directing your audience to a particular slide or page of your presentation handout or referring to your "printed handouts" during your session.

The exception to this is a worksheet(s) or exercise that the attendee must complete during the session. Those will be duplicated and in the session room, if the speaker submits them by the deadline. Otherwise, the speaker must duplicate and ship the handouts themselves at their own expense.

All effective presentation content requires adequate supporting evidence, presentation materials, application exercises and visual aids. As continuing education program sponsors and in accordance with accreditation requirements, **ALA is required to provide written materials that support each program and/or session offered under our name that will be posted on the ALA website before and after the conference.** This section outlines simple common practices for the effective use of presentation materials and visual aids at a standard ALA conference or event.

Presentation Materials Posted Online

Since your presentation materials will be available **exclusively** on the ALA website, and will not be distributed in the session rooms, **we require that you meet the materials deadline so that your presentation materials are posted in time for the attendees to review them**.

Prepare the slides in your PowerPoint slide show (presentation materials) with clear text that is visible even in the back of the room. Try to avoid slides that have complex graphs or charts that are difficult to distinguish on the screen. Remember, the attendees will not have a copy in front of them, so they will not be able to read the content of slides with too much text or complicated graphs.

Your presentation materials will be available on the ALA website after the conference too. If you find that late breaking news has caused you to rework a slide or two from your submitted presentation, please send the updated version to ALA headquarters following your session so that the most current version is available to attendees. Be sure to alert them about the change and ask them to check back online in a few days for the most current version of your presentation. During your session encourage your attendees to review the presentation materials when they return to their firms and highlight a specific reference or page if warranted. Be sure to include your contact information on the last slide so that attendees can reach you if they have questions or wish to engage you for another event.

License
A.   The speaker grants to ALA a non-exclusive, perpetual, irrevocable, worldwide license to capture, live stream, record, use and archive Speaker's presentation and handout materials (collectively "Speaker Property") in any manner ALA deems appropriate including, but not limited to, the reproduction, translation, distribution, creation of derivative works, and display on the internet of all or any excerpt of Speaker Property, with ALA retaining the proceeds derived from such distribution and use of Speaker Property.
B.   Speaker also agrees to work directly with the company performing these services for ALA, if any.
C.   Speaker understands that the sale of Speaker Property by ALA is primarily for the educational benefit of ALA's membership and not for monetary gain; and therefore, there is no royalty arrangement between Speaker and ALA.
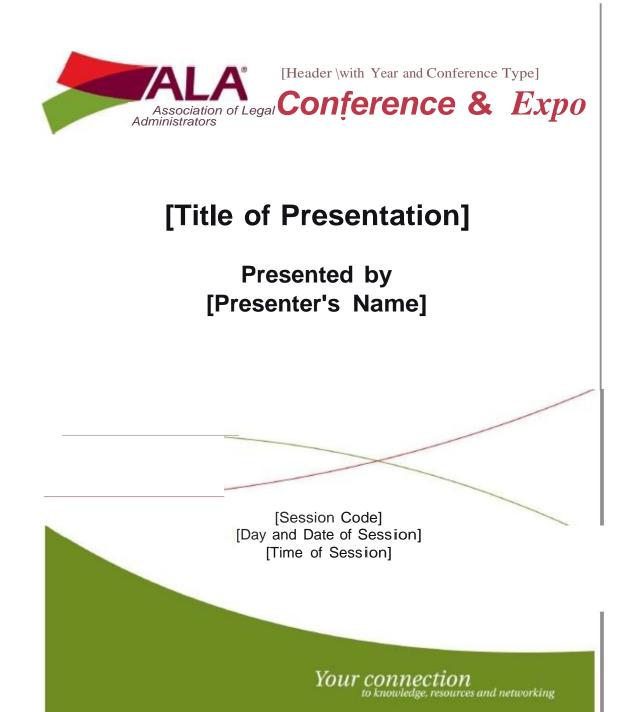
ALA
Association of Legal Administrators

Conference & Expo

[Title of Presentation]

Presented by
[Presenter's Name]

[Session Code]
[Day and Date of Session]
[Time of Session]

Your connection
to knowledge, resources and networking

Figure 3: Sample Cover Page prepared by ALA

Guidelines for Using Visual Aids

Please use visual aids such as PowerPoint slides and technology-based programs to **reinforce**, not act as your presentation. Visual aids should not be relied upon to tell your whole story, but when done well, can help your audience retain what you tell them. Evaluations prove that our audience prefers good visual support. Poorly designed visuals can hurt your presentation.

The number one rule for effectively using visual aids is to remember that visual aids are supporting materials; they cannot "present" content—that is your role. They are intended to **support** your presentation in ways that are visually appealing and that focus on the key points. This will assist your audience members in recalling information in meaningful ways after your presentation. There are, however, some other guidelines for effectively combining the verbal and the visual.

Top Eight Rules for Creating a PowerPoint Presentation

Marketing consultant and popular association conference speaker Beth Ziesenis provides the following advice for creating effective presentations:

1. Remember that *you* are the presenter, not PowerPoint. Use your slides to emphasize a point, keep yourself on track, and illustrate a point with a graphic or photo. Don't read the slides.

2. Don't make your audience read the slides either. Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide). The bullet points should be headlines, not news articles. Write in sentence fragments using key words and keep your font size 24 or bigger.

3. Make sure your presentation is easy on the eyes. Stay away from weird colors and busy backgrounds. Use easy-to-read fonts such as Arial and Times New Roman for the bulk of your text, and, if you must use a funky font use it sparingly.

4. Never include anything that makes you announce, "I don't know if everyone can read this, but…." Make sure they can read it before you begin. Print out all your slides on standard paper and drop them to the floor. The slides are probably readable if you can read them while you're standing.

5. Leave out the sound effects and background music, unless it's related to the content being presented. The same goes for animated graphics and imbedded movie files.

6. Sure you *can* make the words boomerang onto the slide, but you don't have to. Stick with simple animations if you use them at all. Remember that some of your audience may have learning disabilities such as dyslexia, and swirling words can be a tough challenge.

7. Proofread, proofread, proofread. You'd hate to discover that you misspelled your company's name during your presentation in front of 40 colleagues, with your boss in the front row.

8. Practice, practice, practice. The more times you go through the presentation, the less you'll have to rely on the slides for cues and the smoother your presentation will be. PowerPoint software allows you to make notes on each slide, and you can print out the notes versions if you need help with pronunciations or remembering what comes next.

Additional Visual Aid Guidelines

- Analyze your visual aids and decide ahead of time which ones can be eliminated or shortened if you run short of time.
- Lights need to stay bright to keep the audience alert. Please use light-colored backgrounds and dark lettering. Light lettering on a dark background will not only render your presentation unreadable but will decrease the active attention of your audience.
- Visual aids must be legible. The height of the lettering and viewing distance must be considered to ensure legibility in the last row.
- Use only key words and phrases.
- Space lines by at least one and a half or two lines. Recommended fonts for the body of the slides are a serif category font such as Times New Roman. A sans serif category font, such as Arial or Univers is also recommended for titles.
- What you see on your computer screen when you stand six feet away from it is what your audience will see when the image is projected on the big screen. Stand six feet away from your computer and see if the slides are readable. If you cannot read them, your audience will not be able to either!
- Use informational slides only when necessary to convey hard facts but remember the attendee does not have the content in paper form.
- Choose simple charts and graphs rather than facts and figures.

The Evaluation Process

Presentation Metrics and Reporting

ALA engages in assessment of all learning events that occur under the ALA banner. In fact, ALA does not take the process of evaluation lightly. Feedback from session participants provides a foundation for all future educational conferences.

At the end of your session, attendees will be asked to complete an online survey assessing their satisfaction with your presentation. Primary variables of concern are the level at which participants perceive their learning goals were addressed and their degree of satisfaction with the delivery of the content.

Longitudinal assessment results indicate that ALA participants:

- Desire substantive content
- Appreciate and value useful practical tips and strategies they can implement immediately
- Respond positively to professionally paced and delivered presentations

Remember, if you use presentation slides in your session, please provide exact replicas as part of your overall presentation materials package that is posted on the ALA website. Additional presentation materials that include resources, tips, or tools for performance enhancement of a core competency are also associated with positive results. Finally, practiced, professional, on time, and engaging delivery styles tend to correlate positively with higher learner evaluations. ALA will compile all evaluative data and email your results directly to you.

Additional Speaker Information

The following sections provide some specific information regarding speaker registration processes, our substitution, cancellation, or speaker addition policies, emergency procedures, and our commitment to Americans with Disabilities Act (ADA) compliance.

Speaker Registration

When you arrive at the conference site, a speaker badge and information packet will be waiting at the ALA registration desk. **Please check in at the desk at least 30 minutes prior to your session.** You may also feel free to attend any sessions on the day(s) of your presentation. All sessions are open to speakers except for idea exchanges (for ALA members only) and those that require pre-registration. Your speaker badge is all you will need for admittance to sessions that are open to speakers.

Substitution, Addition, or Cancellation of Speaker

Speakers are engaged based on the individual's ability, expertise and reputation. **All substitutions or additions must be approved by ALA's Professional Development Department.** In the unfortunate event that you are forced to cancel your engagement, please call ALA headquarters immediately at 847.267.1252 and ask to speak to Professional Development staff.

Cancellation

ALA reserves the right to cancel this Agreement and replace Speaker if the specified due dates for deliverables are missed. ALA reserves the right to cancel any session, change the length or size of any session, or change the place of any session at its discretion at any time. In the event of cancellation, ALA shall not be liable for any expenses, costs, or damages incurred by Speaker except for any expenses incurred and not recoverable. If Speaker desires to cancel, Speaker agrees to provide thirty (30) days written notice to ALA of cancellation prior to his/ her first scheduled session.

Emergencies

In case of an emergency, we recommend you leave a schedule and hotel information with your staff and family members.

Americans with Disabilities Act

ALA is committed to meeting the requirements of the Americans with Disabilities Act. Please call ALA headquarters 847.267.1252 to inform staff of your special needs.