

WP&BC Seattle Chapter
Program Committee

SPEAKER GUIDELINES

Thank you for agreeing to speak at our upcoming chapter event. To assure high quality professional presentations, and to allow us to comply with the varied continuing education requirements of our membership, please follow the following guidelines.

(1) Presentation Outline

- Deadline to submit your presentation outline for reproduction as handouts is no less than one week prior to the meeting. *The submission of outlines by Plan Sponsors is optional.* Email your presentation as an attachment to: wpbc@vkam.com.
- PowerPoint presentations are highly encouraged. Overhead transparencies are also an option.
- **HARDCOPY HANDOUTS MUST "TRACK" YOUR VISUAL PRESENTATIONS** so that the reader can take appropriate notes on the hardcopy while following your presentation.
- MS Word or PowerPoint Files may be submitted (no WordPerfect, please). PowerPoint presentations will be printed out either two or three frames to a page, depending upon type size.
- Be sure to design your presentation (PowerPoints in particular) for Black and White photocopies. Avoid white letters on a dark background and graphics that may be too small to read at half-size.
- Title Page: List the title of your session as stated on the promotional flier, your name, your title and your company **ONLY**. Any overheads or other visual presentation materials you use must also adhere to these specifications.
- Number each page consecutively, beginning with the title page.
- Length: While there is no specific length requirement, fifteen (15) pages could be considered a guideline.
- Content: You are encouraged to provide comprehensive information that participants can refer to after the conference.
- **NO SELLING:** All presentations should be generic in nature and not self-serving; that is, no selling either verbally or in written materials is allowed. No handout of prospectuses, company newsletter, order forms; no passing out of business cards (unless requested on an individual basis) or selling of books is permitted.
- Cite Sources: Avoid the appearance of plagiarism by clearly identifying the sources of your information.

(2) Diversity of Membership

Please keep the diversity of disciplines within our membership as well as the diversity of experience levels in mind as you prepare your presentation. While striving for the highest level of professionalism, do not assume that all your audience will know all the industry acronyms or understand why a certain concept or bill is important.

(3) No Disparaging Remarks

Your presentation may express your opinion about preferred approaches or techniques for addressing specific pension or benefits issues. However, you may **NOT** identify specific companies or individuals that you believe employ inferior techniques, as it is unfair and unprofessional to criticize without providing an opportunity for rebuttal.

When it is not possible to avoid identifying individuals or companies (e.g., when discussing specific litigation), please focus on the issues rather than the defendants.

(4) No Lobbying

The Operating Rules of the Western Pension & Benefits Conference preclude it from engaging in lobbying activities.

Revised 11/05/04