D.C. Bar Communities

Speaker Packet

DC BAR Communities

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Dear Speaker:

Thank you for participating in a D.C. Bar Communities program. For over thirty years, D.C. Bar Communities (formerly Sections) has depended on the generosity of volunteers like you to put on countless programs, judicial receptions, networking events, webinars, podcasts and more. We greatly appreciate your willingness to provide your time and expertise to speak to our members and guests. Please take a moment to read the information below regarding your program.

What to Expect of a Communities Program:

Communities programs provide a unique opportunity for members and guests to access the nation's leading legal experts in a welcoming learning environment. Our in-person, remote and recorded programs encourage engagement and active learning. Whether in person or through an online platform, you can expect thoughtful discussion with an audience comprised of private and public sector practitioners, local and federal officials, members of academia, law students, and the press.

When you volunteer to speak at one of our programs, you can expect several things.

- D.C. Bar Communities staff will be on-site to welcome and help you set up.
- We strive to start on time. To troubleshoot any issues. Please arrive at the Bar or log on to the remote platform 30 minutes before the program.
- For in person events, a laptop will be provided and loaded with your presentation.
- Our staff will make a few pre-program announcements, including whether your event is on or off the record for social media posting and other reporting purposes.

If you are running late, please call **202-626-3463** or email CommunitiesEvents@dcbar.org.

What We Need From You:

We conduct several events daily. To ensure that yours goes smoothly, please email the following to CommunitiesEvents@dcbar.org at least **five business days** before the event. This is an important deadline; delays can negatively impact the outcome of your event and the effectiveness of the content being shared. Members will often give a lower rating to a program if materials are expected but not available in advance of the event.

- Presentation materials and handouts, if any.
- Details about dietary restrictions or allergies, if any, that you may have
- Names and email addresses for up to two guests you would like to have complimentary admission into the program, whether remote or in-person.
- If using Apple's iWork products, please inform our staff prior to the date of your program, and we will make sure we have the appropriate equipment.

Speaker and Materials Release:

As an express condition of participation in a D.C. Bar Communities program, speakers and presenters agree that the D.C. Bar shall have non-exclusive rights to their presentation's audiovisual recording and materials as detailed in the *Release* included in this *Speaker Packet*.

You may withhold permission by signing and emailing the *Speaker and Materials Release Opt-Out Form* provided at the end of this *Speaker Packet to* CommunitiesEvents@dcbar.org.

Optional Speaker Diversity Questionnaire:

The D.C. Bar Communities value diversity and strive to promote an inclusive environment reflective of our varied and vast membership. Our official Diversity and Inclusion Statement outlines the traditional definitions of diversity the Bar acknowledges, as well as secondary characteristics of diversity embedded within the legal profession specifically. **Voluntarily self-reporting diversity information** will assist us in our ongoing endeavors to remain thoughtful of representation among program planners, speakers, and guests. This information is confidential and responses shared will not be attributed to individual speakers.

Help Us Market This Event:

- Submit a short bio to include in our event page – make it a short paragraph (approx. 150 words), describing your professional background and accomplishments
- Tell your contact list about the program – a quick email forward to colleagues can bring in additional attendees
- Post information about the event on D.C. Connect (available to current members of D.C. Bar Communities)
- If you are a member of a professional organization speak to the Communities office or your Community chair about possible co-sponsorships
- Link the program from the D.C. Bar website to your own website or any social media

D.C. Bar Parking:

Our new state-of-the-art office building is located at 901 4th St NW. Parking is available in our building (entrance on I Street NW), there is also parking on 4th Street next to our building, and metered parking spots in most nearby streets. Please note that parking garages are not managed by the D.C. Bar and that their prices and availability are subject to change. We are also accessible via DC Metro.

We look forward to working with you!

D.C. Bar Communities Office Staff

D.C. Bar Communities Web Programming

Tips for a Successful Online Program

Congratulations on being a part of a D.C. Bar Communities online program! Members have consistently told us that they value this option and find it useful due to their demanding schedules. Therefore, as part of our mission to deliver the greatest depth of access to our programming we aim to provide this option for as many of our programs as possible. In times of social distancing and other emergencies, it may be the only option.

This quick guide will tell you what the Communities Office needs from you, how to prepare for your Webinar/Webcast, and what to expect the day of your program.

Speaker Release, Post Event Distribution and Opt-Out Form:

- **As an express condition of participation in a D.C. Bar Communities program, speakers and presenters agree that the D.C. Bar shall have non-exclusive rights to their presentation's audiovisual recording and materials as detailed in the Release included in this Speaker Packet.**

  You may withhold permission by signing and emailing the *Speaker and Materials Release Opt-Out Form* provided at the end of this *Speaker Packet* to CommunitiesEvents@dcbar.org.

- All programs are recorded and may be archived and made available for on-demand sales. If you do not want your Webinar to be available for post-event, please inform the Communities Office and complete the form at the end of this *Speaker Packet*.

PowerPoint Presentation Tips:

- **Plan ahead.** Leave enough time for questions and answers. Ideally, you want to use no more than one slide per minute of presentation to give participants enough time to read and digest the information shown. Make sure to keep within the allotted time.
- **Address the key legal issues.** Ensure that your presentation has slides developing the key legal issues of your event's topic.
- **Don't make product pitches.** Participants do not appreciate it and you will lose their interest.
- **Provide contact information.** At the end, include a slide with contact information if you wish. People who view the presentation as on-demand content can use it to reach out to you as well.
- **Number your slides.** It helps you point participants to a specific slide.
- **Use contrasting colors.** Presentations are easier to view if there is contrast between your text and the background color. For example, white or yellow text over a black or dark blue background will be quite visible. *Avoid yellows and red text if possible*.
- **Use a large font and limit animations.** This way you can be sure everyone can read while reducing unnecessary distractions.
- **Submit your presentation to** CommunitiesEvents@dcbar.org. We conduct several programs daily. To ensure that yours goes smoothly, please email it to us at least **five business days** before the event. This is an important deadline; delays can negatively impact the outcome of your program and the effectiveness of the content being shared.

Day of the Webinar/Webcast:

- **If the program will be held at the D.C Bar or another venue**, plan to arrive 30 minutes before the start time of the program**. If you are speaking remotely**, please log on 30 minutes before the program to troubleshoot any issues.
- Wear a solid color shirt and suit. Steer clear from distracting patterns and lines.
- Your presentation will already be set up when you arrive.
- A Webinar/Webcast administrator will be onsite or online to help you set up and answer your questions.
- Online participants will submit questions through the Q & A Webinar/ Webcast platform during the program. The Webinar administrators/facilitators will collect all questions from the online participants and give them to the moderator.
- The moderator should repeat the question out loud when it has not picked up by a microphone or if it was provided in written form only.
- For remote presenters, a link will be provided to the Q & A Platform and additional instructions will be given before the start of the program.

NOTE: for remote programs, we provide all speakers with a walkthrough of the remote presentation platform that will be used (e.g. Zoom). We will usually do this during our customary planning call with speakers or during a follow up call.

If you have any additional questions or concerns, we can set up a time for you to speak personally with our Webinar administrators/facilitators ahead of your program. Please contact us at **CommunitiesEvents@dcbar.org** and we will make the necessary arrangements.

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Tips for Strengthening your Program Handouts (Optional)

Handouts are a great way to supplement your presentation. If you decide to prepare any, they should provide additional information on the main issues you plan to address. Handouts are not PowerPoint slides. The best slides outline conversation topics and provide visual cues for participants in the room and online. Handouts, instead, aim to deepen the participants' knowledge on the topic of your presentation. Below are a few tips that will help you prepare strong and memorable handouts.

- Appearance matters:
  - Have a consistent font size, include visuals (illustrations, charts, graphics, logos, etc.)
  - Use color
  - Connect the handout to the Power Point Presentation
  - Create "white spaces," for notes and visual appeal
- Help participants reconnect with the program:
  - Include speaker name(s), program title, organizing D.C. Bar Community, and the date
  - Consider providing contact and social media information for follow up
- Make the information flow so that it makes sense for participants who come back to the handouts later
- Tell participants where to find more information by listing additional resources (books, links to blogs and websites) and the materials you used to prepare

If two or more slides have more than 5 lines of regular-sized text, they probably belong in a handout. Depending on the subject matter and duration of your program, you may want to consider one or more of the following ideas:

- Provide a list of take-away concepts for participants to use as a reference tool (handouts don't necessarily have to be multiple pages)
- If necessary, include a table of contents or index in longer documents
- Present information at various levels—beginner, intermediate and expert—in anticipation of participants with different levels of expertise
- Provide learning opportunities, such as worksheets or activity guides with directions and steps—adult learners perform best when doing things
- Invite future action by asking people to create or complete an action sheet

Remember, if you run out of time or are presenting a complex topic, the quality of your handouts might allow you to cut down on the amount of material you cover in your presentation. Good handouts will help you avoid overwhelming the participants and invite them to continue learning at their own pace after the presentation is over.

Submit your handouts to CommunitiesEvents@dcbar.org as soon as they are ready. We conduct several events daily. To ensure that yours goes smoothly, please email all documents to us at least **five business days** before the event. This is an important deadline, delays can negatively impact the outcome of your event and the effectiveness of the content being shared.

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Successful Program Marketing by Speakers

Tips for Attracting Participants

- When writing the long program description, include specific benefits for each type of attendee, and make the description brief and easy to understand by anyone outside of the practice field.
- Submit a short biography in paragraph form of the speakers, describing their professional background and accomplishments. Many speakers will already have these. Include a few quotes from the speaker about the program topic and we can post on the D.C. Bar blog.
- Ask speakers to share their Twitter handles prior to their presentation.
- Tell your contact list about the program – a quick email to colleagues linking to the event page can bring in additional attendees. Ask yourself "who do I know who might be interested in this program?" and send it to them.
- Are you a member of another professional organization? Speak to the Communities Office about possible co sponsorships with your affiliates and strategic partners.
- Link the program from the D.C. Bar website to your own website or any social media pages (Facebook, Google+, LinkedIn, etc.).
- Only Co-sponsor a program when it is applicable to your specific Community. Members do not like frequent emails about programs that are not related to their Community. The Communities Office will identify other potentially interested communities and send them notices.
- To promote an on-demand program, create a blog post that will be published after the program to generate interest in the on-demand product.
- If you would like additional coverage in the D.C. Bar website, you need to make sure your event is approved and online before the six-week program presentation deadline. Only after the program is up for registration can we begin to look at outside marketing.
- Update your Communities Press and Media List often so that press releases are sent to the right media outlets and industry associations. You can contact communities@dcbar.org with press or media contact emails that you would like us to maintain and communicate with. Your current list can be found on the events portal of the D.C. Bar website, in the leadership resource page under Communities.
- Write a column or piece for the local newspaper, local business journal, or trade publication about your program. If there are a least 10-12 weeks lead time we can submit this article to the D.C. Bar Washington Lawyer for publication.

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Model Biography for Speakers

Tips for a Successful Program

Submit a short biography in paragraph form describing your professional background and accomplishments to CommunitiesEvents@dcbar.org.

You can use the following example as a model.

> JANE M. DOE is a partner at Doe, Doe, & Puffin, LL.P. in Washington D.C. Ms. Doe's practice is focused on pesticide, bird, and environmental law. She is nationally renowned for her work promoting the implementation of the Migratory Bird Treaty Act. Ms. Doe graduated, cum laude, from Cardinal University Law School in 1983 and was admitted to the D.C. Bar in 1984.

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Speaker and Materials Release

By agreeing to speak or participate as a speaker, presenter, host or moderator (the "**Speaker**") in a D.C. Bar Program (the "**Program**") a Speaker grants the following rights to the D.C. Bar, for no monetary compensation:

1. **Recording.** The Speaker grants the D.C. Bar the right to record their presentation and any statements they make during the Program, including in discussions and responses to questions (collectively, their "**Presentation**"), and to own and control the resulting recording(s) (the "Recording").

2. **Grant of Rights.** The Speaker grants the D.C. Bar the following non-exclusive sub-licensable rights regarding (a) the Recording and (b) any materials, including PowerPoint presentations and handouts, they provide for dissemination at the Program (their "**Distributed Materials**"):

   a. to reproduce, distribute, sell, transmit, display, and perform the Recording and their Distributed Materials, in whole or in part, alone or in conjunction with other materials, throughout the World, in any medium now known or hereafter discovered, and

   b. to edit and make derivative works based on the Recording and their Distributed Materials, with the understanding that the D.C. Bar may freely edit and modify the Recording and their Distributed Materials for timing, organization, media, format, and similar purposes, but that if it makes substantive changes to the content of the Recording or their Distributed Materials, it will make the edited version available for review by the Speaker before distributing it.

3. **Handouts.** The Speaker understands that their Distributed Materials must be approved by the D.C. Bar prior to distribution at the Program and may not include order forms for books, promotions of other speaking engagements, information on consultant services, or other promotional items.

4. **Publicity.** The Speaker grants the D.C. Bar and its licensees the right to use their name, biographic material, voice, portrait, and likeness for the purpose of publicizing the Program, the D.C. Bar, the Recording, and their Distributed Materials.

5. **Speaker Rights.** The Speaker understands and the D.C. Bar acknowledges, that the Speaker retains all rights in their own Presentation and their Distributed Materials, subject only to the nonexclusive rights granted in Section 2. But the Speaker agrees that they will not use the Recording itself, or any transcriptions of the Recording, in whole or in part, without the prior written consent of the D.C. Bar. The Speaker further agrees that if they use or present similar or related written materials that differ in any way from their Distributed Materials, they will not designate them as, or indicate that they are or were, endorsed, sponsored, or approved by the D.C. Bar, or "from the D.C. Bar Program," or use any other language falsely suggesting that such materials are associated with the D.C. Bar.

6. **Speaker Obligations.** The Speaker represents and warrants that:

   a. to the best of their knowledge, their Presentation and their Distributed Materials are accurate and correct, are not defamatory, and do not violate or infringe any copyrights, trademarks, or other property rights or personal rights of others,

b. they have authority to accept these conditions, grant these rights, and make these representations and warranties, and

c. either (i) they are the sole author and owner of all rights in their Presentation and their Distributed Materials and they are original; or (ii) if their Presentation or their Distributed Materials include materials that are not original to them, or are not owned by them, that they have obtained all written consents necessary for the D.C. Bar to use them pursuant to the rights granted above, and have provided or will provide such written consents to the D.C. Bar no later than **5 business days** before the date of the Program; or (iii) that the Presentation / the Distributed Materials are works of the U.S. Government and are not eligible for U.S. copyright protection.

If all the Distributed Materials are not provided in accordance with Paragraph 6(c)(ii), the D.C. Bar may refuse to allow the Speaker to participate at the Program or require them to modify the Presentation or Distributed Materials to remove any materials not created by them or owned by them.

PLEASE NOTE *that if your presentation was prepared, or you are appearing as a Speaker, within the scope of your employment as an employee of an organization other than the D.C. Bar, your agreement to present at a D.C. Bar Communities Program represents your warranty that you have the express consent of your employer to accept this Speaker and Materials Release. U.S. Government employees are agreeing to appear as Speakers as set forth below:*

a. The Speaker created the Presentation and the Distributed Materials on their own time and not as part of their assigned duties and will participate in the Program in their personal capacity and not in their capacity as a U.S. Government employee. [Agreeing to speak at a D.C. Bar program represents the Speaker's agreement to the terms of this Release and Consent Form.]

b. The Speaker created the Presentation and the Distributed Materials as part of their assigned duties and within the scope of their employment as a U.S. Government employee. [Agreeing to speak at a D.C. Bar program represents the Speaker's agreement to the terms of this Release Form **except** for the grants of rights in Paragraph 2, because works of the U.S. Government are in the public domain and may not be the subject of copyright protection under U.S. law.]

If you wish to **Opt-Out** of this Speaker and Materials Release, please complete the form in the following page and email it to CommunitiesEvents@dcbar.org. We will acknowledge receipt.

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Program Title: _____

Community: _____ **Program Date:** _____

Name (Print): _____ **Organization/Firm:** _____

Address: _____