

behavior, energy & climate change
becc



BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

*A conference focused on understanding the behavior and decision-making of
individuals and organizations and on using that knowledge to accelerate
our transition to an energy-efficient and low-carbon future*

convened by



Webcast for BECC Conference Moderators and Speakers



This Webcast Will Cover

- Your role and responsibilities
- Resources
 - Pre-event
 - On-site
 - Room manager
- Presentation forensics
- What you can do today

Resources: Your Support Team

- Chris Jones—Co-Convener
- Linda Schuck—Co-Convener
- Margaret Taylor—Co-Convener
- Cara Lee Mahany Braithwait—Mechanics
- Kris Chitwood—Registration



Pre and On-site Communications

- Introduce yourself to your colleagues via a conference call
- Review expectations for your session
 - How much time for each speaker
 - When you will introduce speakers and order
 - When to take questions
 - Ask now if they plan on doing anything other than PowerPoint slides

The Moderator's Role and Responsibilities

- Central point for communications
- Session leader
- Session “storyteller”
- The enforcer (for time)

Speakers Role

- Connect with your moderator
- Send in your bio (see form)
- Presentations loaded onto your session computer

Not Me
Please



Moderator Avoid Surprises

- Each speaker should identify the major “take aways” from their presentation—this will help the moderator craft a “session story”
- Confirm the number of slides that will be used

IF YOU ONLY HAD
TO KNOW 8 THINGS
ABOUT SOCIAL MEDIA



Moderator: Credential your Speakers

- Collect bios—and then:
 - Think about what is relevant in this bio that makes them ideally suited to talk about what they are going to cover—credential them—we do not need pedigrees
 - Be a bit informal—thus do not read a prepared bio
 - Within 5 seconds of hearing someone read a bio, people are no longer listening nor is the information particularly useful



Speakers Bios

- Name
- Current affiliation, title and years worked in behavioral research or implementation
- Why you are presenting on your topic
- Something unique
- (Form will be sent)

Presentation Forensics:

- Rule One: Time waits for no-one, it is a 90-minute session
 - Start on time—don't wait!
 - Moderators should spend the first 5 minutes with:
 - Why this session is important to behavior issues
 - Who the speakers are and what they will talk about and what participants should listen for (45 seconds per paper)
 - What the rules are—xx minutes per speaker, questions at ????
 - **Only 85 minutes left**



Time and Tide Waits for No One

- Introduce first, second and third speaker—**there is now only 80 minutes left**

With general admin, speaker's presentations, time required for moving speakers up and down, closing remarks, you will have around

14-16 minutes

for questions and discussion left in your 90 minute session—
make the most of this time

Presentation Forensics: Moderator



- Problems: Speaker won't quit:
 - ❑ There is a timer to help keep speakers on track
 - ❑ Moderator can get up and stand next to them
 - ❑ Move them over and suggest that conversation continue in the hall

- ❑ Out of respect for.....

During the Session



- The moderator should wake up the audience! Have questions to get a discussion rolling ready at hand
- Repeat questions to assure that everyone has heard and you have heard the question correctly—no grandstanding with statements
- General Problems? Equipment?—Ignore the problem

In Your Room

- In your room:

- ❑ Table and four chairs, two table mics
- ❑ Podium, hard wired mic and a wireless mic
- ❑ Laser pointer
- ❑ Electronic timer
- ❑ Data projector
- ❑ **Computer!!!!**



- **Confirm that each speakers presentation is in your sessions file folder on the computer. Your room manager will help with this**

What you will see on the screen

This is what you will see on the desktop for Regency E:

- ☐ **Social Media Mon. 10:30 – 12:00**
 - **Add files into this folder**

- ☐ **Can Big Data Live Up to the Hype Mon. 1:30 – 3:00**
 - **Add files into this folder**

- ☐ **Spotlight Monday 3:30 – 5:00**
 - **Add files into this folder**

- ☐ **Spotlight Tuesday 8:30 – 10:00**
 - **Add files into this folder**

- ☐ **Storytelling Tues. 10:30 – 12:00**
 - **Add files into this folder**

- ☐ **Increasing Engagement 1:30 – 3:00**
 - **Add files into this folder**



**Save your presentation into this file
folder: Last name, title of talk**

Your Room Manager: Do Things the Easy Way

- Will be there to help at all times
 - ❑ They will assure that all paperwork needed for recording the session is filled out
 - ❑ That the presentations are already pulled up and open at the bottom of the screen
 - ❑ Speaker tent cards will be out
 - ❑ You and the speakers know how to work the equipment



There has got to be a better way....

Your Room Manager: Takes Care of Trouble

- Will make sure that your session title is clearly displayed on the outside door
- Will get more chairs if needed
- Will handle any problems in the room such as:
 - ❑ Temperature
 - ❑ Lighting
 - ❑ AV not working
- And anything that takes time away from you doing your job of keeping the session moving

Trouble



Room Manager

Resources: On-Site

- Registration Desk—printer, phone, computer (not for personal use, but for emergencies)

Marketing

- Help us highlight your role and put colleagues in the audience
- Add our website link to your signature block
- Note your role in the event in any marketing materials where it is appropriate
- <http://www.beccconference.org>
- All conference abstracts are on line—see left hand navigation bar for link