



BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

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

Webcast for BECC Conference Moderators and Speakers



BECC 2016

Baltimore Maryland

- October 19—Workshops and Evening Reception
- October 20 – 22—Conference
- October 22—Afternoon workshops

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

- Reuven Susman—Co-Convener
- Margaret Taylor—Co-Convener
- Therese Pfeffer—Co-Convener
- Cara Lee Mahany Braithwait—Mechanics
- Kris Chitwood—Registration



Overall Goals for Speakers and Moderators

- Encourage active engagement through interaction among speakers and speakers and the participants in your session
- Moderators, be ready to pull out the key points—what is the contribution of this work to your session's and BECC's intent.

Lets Begin—First

[Keys to a Successful 15-Minute Presentation](#)

[Keys to a Successful Lightning Presentation](#)

[Keys to a Successful Poster](#)

[Poster Author – What's on site and what to bring](#)

[Paper Author Guidelines](#)

[Paper Template](#)

[Telling a story—tips for alternative presentation styles](#)

Pre Conference Communications-- Moderator

- Convene a conference call and introduce yourself to your colleagues
- Review mechanical 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

Moderators and Speakers

- Create a forum for discussion by using good time management.

Moderator Avoid Surprises

- Each speaker should identify the **major “take aways”** from their presentation—this will help the moderator craft a “session story”

IF YOU ONLY HAD
TO KNOW 8 THINGS
ABOUT SOCIAL MEDIA



Now, Expand on the Topic



How to Engage in Conversation with Speakers and the Audience (examples)

- How does this project (or research) inform or effect behavior, energy, and climate change today, and is it suggesting a path for tomorrow??
 - Can this project (or research) be used to create or improve other work efforts in this area?
 - Can this work be replicated and if so: by whom, what might help improve its chances of replication or scalability? What might need to be researched or changed?
 - What might be the intended and unintended outcomes—positive or negative
 - Does this work suggest a line of research that might be undertaken?
 - How can this work be framed to support advocates, policymakers, faith-based groups (don't forget conservatives) working in this area?
-

In Sum: Encourage active listening

- Session leader
- Session “storyteller”
- The enforcer (for time)
- Speakers, follow your moderator’s lead

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

Pre-Conference Speakers Role

- Connect with your moderator
- Send in draft of presentation
- Send in your bio (see form)



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**



“Why are my feet getting wet?????”

Time and Tide Waits for No One

- After you introduce first, second and third speaker—you have **only 80 minutes left**.

With general admin, speaker's presentations, time required for moving speakers up and down, closing remarks, you will have around only **75 minutes left** for questions and discussion left in your 90 minute session—make the most of this time.

Moderators, you set the time limits for your speakers

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 (see previous slide on suggestions)
- 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 speaker's presentation is in your session's file folder on the computer. Your room manager will help with this**

Speakers

- Bring and install your presentation on the computer that is assigned to your session's room.
 - When? Wednesday evening (in the registration area) or,
 - The morning of your presentation in your session's room.
-

Speakers: What you will see on the computer screen assigned to your room.

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....and there is.

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