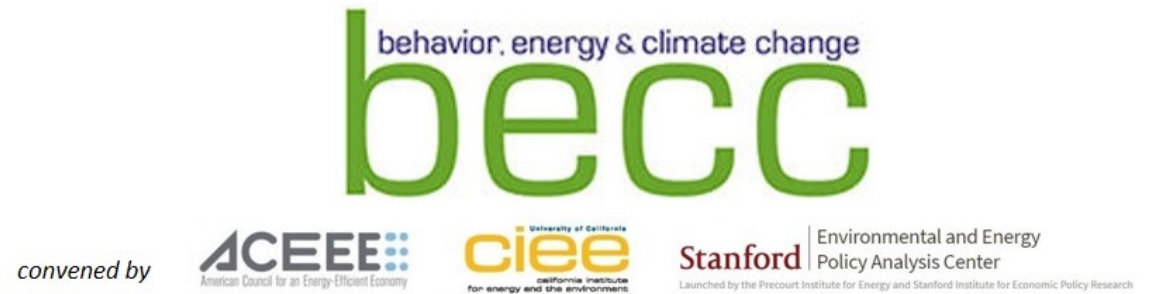


# Scaling Up Change



## Moderator's Guide

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Thank You!

- You were selected for your session as we consider you to be experienced in the session topics that you will manage.
- This is not just introducing your speakers

# Cover

- Contacting your speakers
- What is in the room
- What we are asking you to do
- Session managers
- Optimize on your time spent with us

Before  
September  
25  
Get  
Acquainted

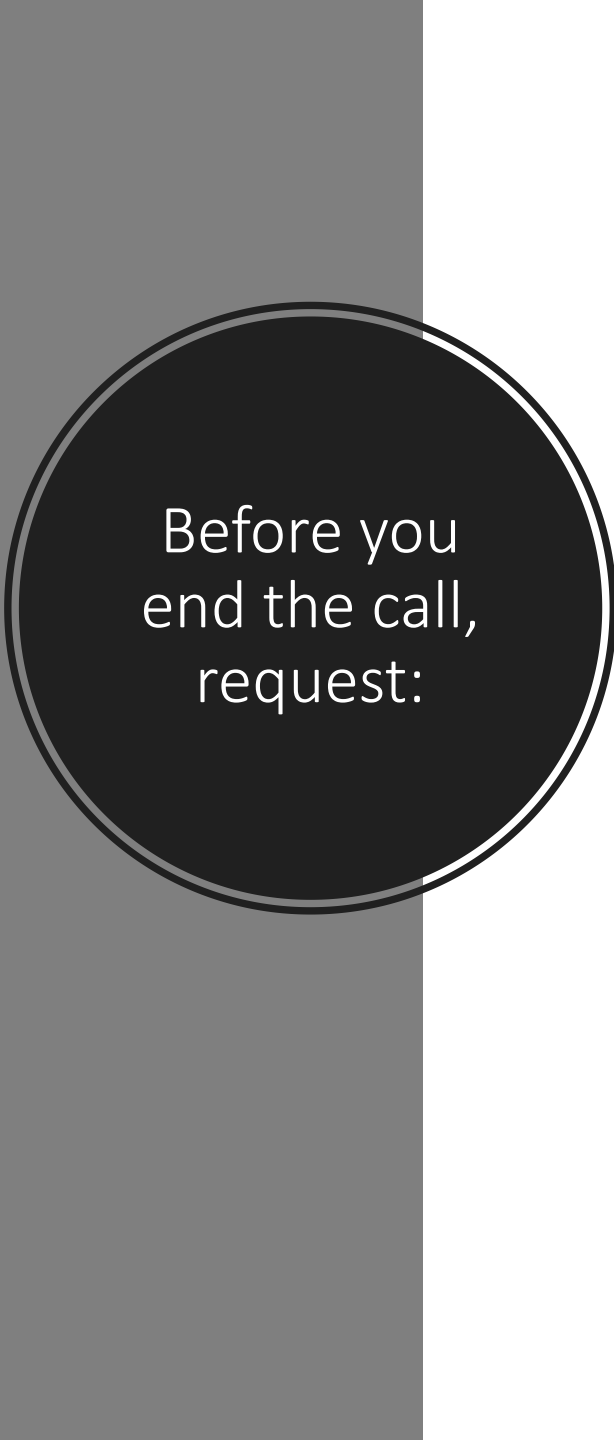
- Call your speakers.
- Discuss what you and they see as the main theme of your session.
- You can and should change
  - The session title—make it fit the content please.
  - Discuss speaker order—is there a logic to their presentation order that helps build the session story?

And...

# Discuss Mechanics

- Your session is 90 minutes
  - Determine time for presentation, Q and A time, and when this will happen.
- What is in the room
  - Table at the front for the speakers
  - Table tents with speaker names
  - Water and glasses
  - One microphone on the table
  - Podium with a hard-wired microphone
  - Pointer
  - Computer that is the session's slide master
  - Data projector
  - Speaker timer





Before you  
end the call,  
request:

---

A draft slide deck or short updated abstract

— Include a due date!

---

A credentialing short bio

— Why this speaker knows what they are saying  
about this topic

# What is a credentialing bio?

It is a short bio that says:

- The speaker's name, where they work, and their main area of responsibility.
- Why we should trust what they say. For example:
  - "XXXX worked in multifamily housing as a resident and a resident manager for the past 18 years. XXXX saw the need for..."
  - "This speaker has many resources that the attendees may be interested in tapping into and welcomes the opportunity to share information."

As of  
November 17

- You should have reviewed the speaker slide sets
- Secured the speaker bios





# Running Your Onsite Session



# Your Session

You, as the moderator sit next to the podium and **run the speaker timer.**  
**Training will be provided.**

**Now introduce your session**

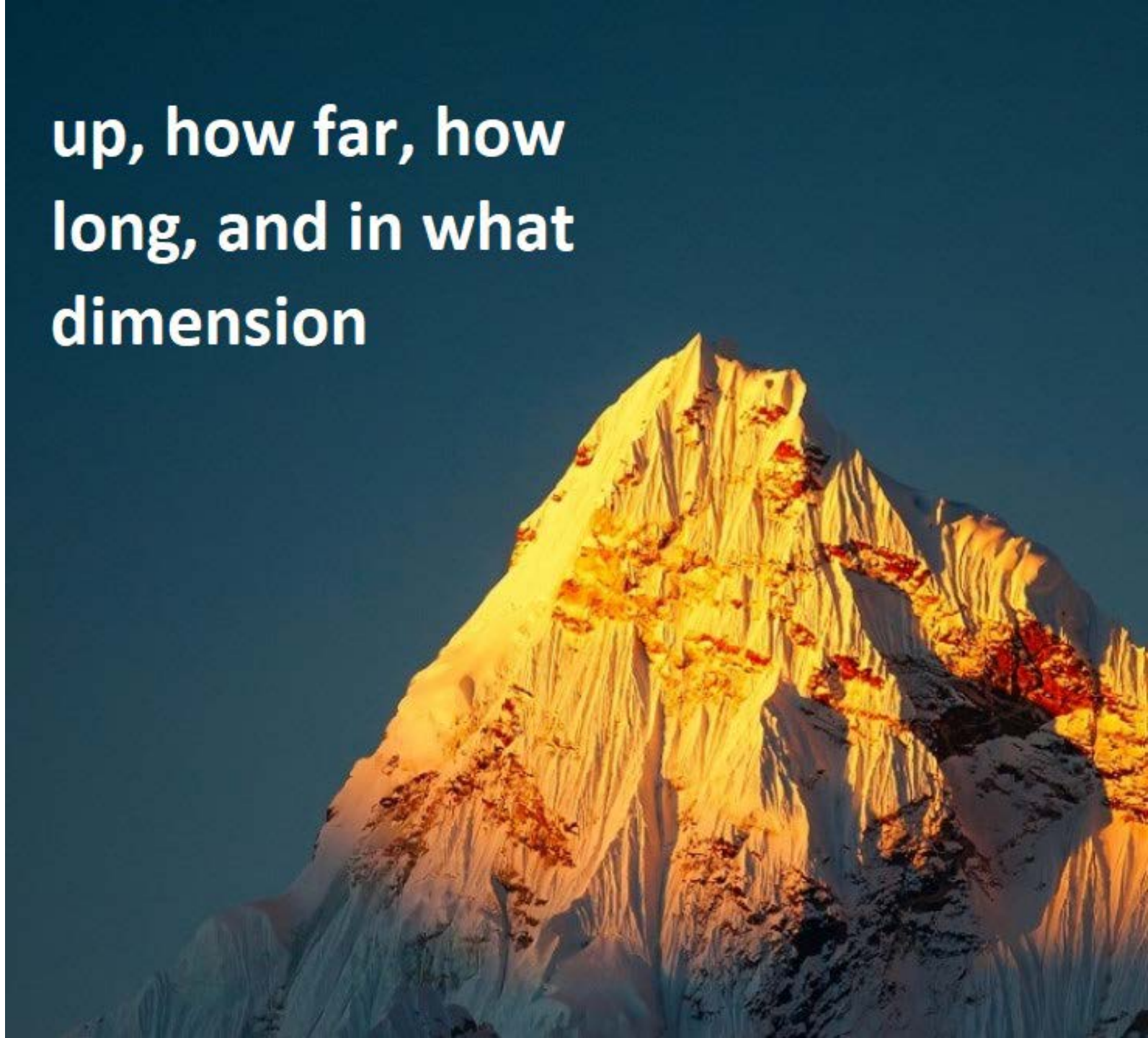


# Are You in the Right Session

- This train is headed to...

Why we are  
here—  
Scaling Up

up, how far, how  
long, and in what  
dimension



up, how far, how  
long, and in what  
dimension



# Scaling Up

---

Scaling up means critically examining current projects, programs, or policies and expanding, adapting, sustaining or in some cases, sunsetting them, in different ways over time for greater effect.

up, how far, how  
long, and in what  
dimension



## Scaling Up—Points of Consideration

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Are there lessons that could be applied to other projects/programs to accelerate progress and is it clear how these lessons can be shared.”

up, how far, how  
long, and in what  
dimension



# Scaling Up—Points of Consideration

- Are there other markets that might be able to use the learnings from this work?
- How might this work lead to better coordination of other efforts? Synergies?
- What is the optimal size for this kind of effort.
- Will this work best at a community, regional, state or national level? Is there an optimal size?
- What leadership will be required?



# Introducing Your BECC Scholar Room Manager

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- Will show you how to use the speaker timer

- Will set out tent cards

- Will be a runner for you if anything should happen

Please be sure to introduce yourself to the room managers and **introduce our scholars to the attendees.**



As of  
November 17

Be ready to clearly and briefly remind the attendees to the session how your speakers can help accelerate change

Have questions to ask your panel or the audience

- Learnings
- Models
- Databases
- Readings
- Other resources
- And how to connect to the speakers in the future.

Take hand  
wringing and  
turn it into  
wringing out  
value from  
your session

---



# BECC Scholar Room Manager

- Important!!!
- Permission Slip allows us to:
  - Post slide set as-is on our webpage
  - Allow Intelliquest to record the sessions and sell the recordings at a highly discounted price to our attendees
- Room managers are responsible for getting two signatures on the permission forms and returning them to the front desk.

Who in in charge? You  
or your speakers—your  
choice

# Slide Decks



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Go to registration and find the computer which corresponds to your presentation room.

1. Find the computer assigned to your session's room
2. Find the day of your speaking event (Monday, Tuesday, or Wednesday).
3. Then find the folder for your session (Matches your session title, not your paper title).
4. Paste your presentation into this session folder, saved by last name.



Relax and meet us at the reception!

# Resources

- Please review important resources for your presentation type so that you know what to expect and how to succeed at BECC 2019. For any specific questions, e-mail [Cara Lee Mahany Braithwait](mailto:Cara.Lee.Mahany.Braithwait@ucdavis.edu).
- **Publish your paper in the BECC Conference Proceedings** – If your abstract was accepted as a presentation, lightning or poster, you are eligible to publish your paper in the [BECC Conference Proceedings](#). Papers are hosted on eScholarship, an open access publishing repository hosted by the University of California that is cataloged by scholarly search engines. Upload your paper to eScholarship at least one week prior to the conference. We will notify you when it has been accepted for publication.
- **Presentation**
- [Keys to a Successful 15-Minute Presentation](#)
- [Keys to a Successful Lightning Presentation](#)
- [Presentation Tips for Speakers](#)
- **Poster**
- [Keys to a Successful Poster](#)
- [Poster Author – What’s on site and what to bring](#)
- **Paper**
- [Paper Author Guidelines](#)
- There is no template required to publish on the E-Scholarship site. Use whatever format your organization requires.
-

# Workshops—

## Contact [Kachitwood@Irca.com](mailto:Kachitwood@Irca.com)

- **Sunday, November 17**
- **[Half-Day Workshops](#)**
- **[Leading High-Functioning and Resilient Sustainability Office: Making a Real Difference via Practical and Effective Leadership](#)**  
**Instructors: Fahmida Ahmed Bangert, Stanford University and Chris Jones, University of California Berkeley**  
8:30am – Noon  
\$75 | Includes 1 break
- **[Visual Storytelling: Putting Data into Context](#)**  
**Instructor: Arlene Birt, Minneapolis College of Art and Design**  
1:00pm – 4:30pm  
\$75 | Includes 1 break
- **[Creating Effective Organizational Change: A Five-Step Framework](#)**  
**Instructor: Christopher Payne, Lawrence Berkeley National Laboratory**  
1:00pm – 4:30pm  
\$75 | Includes 1 break
- **[Full-Day Workshops](#)**
- **[Behavioral Program Success: 10 Pitfalls to Avoid & Best Practices to Scale Up](#)**  
**Instructors: Julie Colehour, C+C and Hal Nelson, Res-Intel**  
8:30am – 4:30pm  
\$145 | Includes 2 breaks and lunch
- **[Play the Game: Energy Efficiency Can Be Fun—Seriously!](#)**  
**Instructors: Dr. Catherine Cooremans, University of Lausanne and Dr. Clemens Rohde, Fraunhofer Institute for Systems & Innovation Research**  
8:30am – 4:30pm  
\$145 | Includes 2 breaks and lunch
- **[Behavior-Centered Design Challenge: Green Residential Energy](#)**  
**Instructors: Katie Williamson and Kate Heller, Center for Behavior & the Environment, Rare**  
8:30am – 4:30pm  
\$145 | Includes 2 breaks and lunch
- **[Behavior Change 101](#)**  
**Instructors: Nick Lange, ICF, Dr. Beth Karlin and Dr. Sea Rottman, See Change Institute**  
8:30am – 4:30pm  
\$145 | Includes 2 breaks and lunch

# Limited Time Offer!

See example from the 2018 library:

- <https://intelliquestmedia.com/store/events/2018-becc>
- Order proceedings before 8:00 am Monday 11/18:
  - \$49 for access to the online full set of proceedings
  - Prefer a thumb drive? Order it for \$99.
- What's in your package:
  - Lifetime Access To All 47 Sessions
  - Synced Audio with Slides
  - Stream or Download
  - Accessible on Portable Devices
- **After 8:00 am November 18,** add \$50 to your desired option.



Contact: [Mahany0504@gmail.com](mailto:Mahany0504@gmail.com)

