



NACM's Host Training Session

Your assistance greatly enhances our mission to offer exceptional educational sessions as well as a successful conference.



The following slides will serve as a general overview of the responsibilities prior to, on the day of, and at the conclusion of the session for which you volunteered. You will also receive helpful tips to successfully serve as a host. Thank you for taking a few minutes of your time to complete the following orientation.



General Overview

During this brief training session, you will learn more about:

- The general duties of a Host
- The responsibilities of the Host prior to, the day of, and at the conclusion of the session
- Helpful Tips for introducing speakers including some important DOs and DON'Ts
- Host responsibilities if the session is being Live-Streamed and Recorded for later viewing; and finally
- The assistance available to you that will make your Host responsibilities efficient, enjoyable, and stress free.



As a general overview, the role of the host includes:

- Welcoming the session participants
- Introducing yourself and the session speakers
- Knowing when a session will be live-streamed and recorded, and
- Providing information and details about the conference app for session information and to evaluate individual sessions and speakers.



Before the Session

- Prior to the conference, the Host will need to review the Session Description and the Speaker(s) BIOS located on the conference APP.
- Hosts should arrive at least 10-15 minutes before the session and introduce themselves to the speaker(s).
- Hosts will need to know how to pronounce each speaker's name and title.



Before the Session

- Ask the speaker(s) if they have preferences about the introductions.
 - Examples: Does the moderator prefer to introduce the speakers, or would the speakers prefer that you introduce them? In addition, ask the speakers what is one thing about them that the audience should know.
- As the Host, you are tasked with keeping the session within its scheduled time frame. Ask the speakers how they prefer you to assist them with time management. Would they like a 5-minute warning, 10-minute warning, 15-minute warning, or all the above?



Before the Session

- While some presentations will be pre-loaded on the computers, all speakers are instructed to bring a flash drive with their slides. The Host should confirm with each speaker that he/she has one.
- The Host will also need to discuss with the speakers the importance of speaking into the microphone in order to provide the best audio experience for the audience and for any live-streaming/recording.
- As the audience may have questions for the speaker, you will want to ask the speaker how you can best assist. Ask the speaker if he/she wants you to repeat questions posed by the audience or if the speaker will do so. This will be important to ensure that all those listening to the presentation will have the benefit of hearing the question in advance of the answer.
- Lastly, be sure to ask your speaker how you can help to make the session interactive and engaging for the audience!



Day of Session

- Please note that each room is set up for the maximum number of people allowed by fire code & social distancing. If the room becomes full, the Host should encourage overflow to attend other sessions offered.
- If the room is large enough, a microphone will be made available to the Host for audience participation. This is of particular importance in sessions that are being recorded. You, as the Host, should *check the microphone in advance* to ensure you know how to turn it on and off.
- If you note any issues with any of these details, **Call Val Gardner 757-262-8693 or go to the registration desk.**



Day of Session

- The Conference sessions are often live-streamed and recorded in order to share the information to a larger audience. When reviewing your session description prior to the conference, please note whether your session is being live-streamed and recorded. The conference APP will note each session that will be live-streamed and recorded.
- If the session is being live-streamed and recorded, the speakers will have already been notified. However, as the Host, there are a few tips for you to ensure the best audio and visual quality is captured.
 - Remove all name tags
 - Lapel mics work best, so please assist with the sound check
 - Again, to help with questions from the audience, you or the speaker should repeat the questions so they can be captured for the recording
 - Remember that the mics are ALWAYS on unless they have been muted
 - We ask for the Host to please remind the speakers there is a live audience—remember to address and engage them.



Tips for Introducing Speaker

- Whether the session you have signed up to host will be your first opportunity to introduce a speaker or you have done it many times before, here are a few tips to assist in getting you off on the right foot.
- Every speaker deserves a thoughtful and helpful introduction—it helps the speaker and the audience and establishes a common bond.
- A speaker introduction should be a short speech which contains all the key elements of a lengthy speech with an opening, a body, and a conclusion.



DOS AND DON'TS FOR INTRODUCING SPEAKERS



DOs

- Make sure you know the speaker's name and how to pronounce it
- Identify yourself by name and title
- Know the speaker's title or position in advance.
- The Host should be *brief*. Aim for between one and three minutes for the introduction. Although brief, your introduction should have an opening, a body, and a conclusion; then, turn the floor over to the speaker.



DOs (cont.)

- Smile and be enthusiastic in tone, gesture, and choice of words.
- Know enough about the subject to sound knowledgeable.
- Lastly, when introducing a panel of speakers, be sure to describe the structure and format of the panel (speaking order, length of time, etc.) and the various points of view and perspectives of the panelists [if known].
 - The introduction of the individual panelists can be done in two ways: All at once by either you or the moderator (recommended) or individually as the panel program progresses.



DON'Ts

- Do *not* read the introduction. It will sound flat and unenthusiastic and convey the impression that you are unfamiliar with the speaker and subject. It is perfectly acceptable to bring notes but try to keep them inconspicuous.
- Never use the old cliché that the speaker needs no introduction and remember you are the catalyst, not the performer. Do not try to upstage the speaker with your knowledge of the subject.



Conclusion of Session

- The Host should take a few minutes to thank the speaker on behalf of NACM and then remind attendees that they are able to rate the session and speakers via the Conference App.
- Share with the participants that rating the session and speaker is a *two-step* process.
 1. To Rate the Session:
 - Choose a session
 - Tap “Rate now” to rate with a number of stars (1 star being the lowest to 5 stars being the highest)
 - Write a review
 - Click on Submit



Conclusion (cont.)

2. To Rate the Speaker:

- Choose a speaker from the session details
 - Tap “Rate now” to rate with a number of stars (again, with 1 star being the lowest to 5 stars being the highest)
 - Write a review
 - Click on Submit
- Remind the audience that ratings and reviews can be made anonymously.
 - Lastly, inform attendees that continuing education forms are available on the NACM conference webpage.



Thank you!

- We appreciate your participation and commitment to NACM!
- Please note, at each conference, NACM will set aside time for the Hosts to meet and ask any questions. Please check the conference APP and attend this opportunity to learn more about your Host duties.
- See you at the conference!