



# VOICE

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## Presenter Guidelines & Information

To our VOICE 2012 convention presenters:

We truly appreciate your participation in our convention and offer the following guidelines and recommendations that we hope will help make your VOICE experience the best it can possibly be. Please make a note on your calendar regarding the deadlines for submitting your presentation materials. **Due to production requirements at our end, we cannot accept any materials after these deadlines.**

Keep this packet handy as you prepare for your session. Many of your questions will be answered here. If you have a question or need more information about anything concerning your program, please call us at 858 484-0220 M-F 10a-5p PT.

**Deadlines (see details later in this packet):**

- March 31, 2012 – submission deadline for downloadable handout materials**
- March 31, 2012 – submission deadline for VOICE articles**
- March 31, 2012 – submission deadline for VOICE Program advertising layouts**
- April 30, 2012 – deadline for Presenter Staff discounted registration**
- May 11, 2012 – submission deadline for Show Bag inserts**
- May 11, 2012 – delivery of A/V backup materials**

### Promoting Your Appearance at VOICE:

The job of promoting so many of the world's top voice coaches and talent is daunting. We're promoting your appearance at VOICE through regular email promotions, press releases, on our web site, and in every other way we can think of. Your individual Promo Page on the web site is a critical part of letting people know who you are and what they will be learning from you. Most of you have a following of your own, a database of students, a list of clients, or an email contact list of people you have worked with. We encourage you to promote your appearance at VOICE to your own list on a regular basis as we approach the convention.

Our VOICE convention banner can be downloaded in a ZIP file by clicking on the link below:

<http://tinyurl.com/VOICE2012Banners>

We also have post cards we can send to you that have information about the convention. Any promotions on your part should drive your visitors to the [www.VOICEconvention.com](http://www.VOICEconvention.com) website. Don't forget that as a VOICE Presenter, you can set up an Affiliate account that will give you a commission on any registrations that come as a result of a visitor clicking through a linked banner on your site. Call us if you'd like to set up an affiliate link.

If you have any suggestions for additional promotion or access to any media outlets you think we should contact, please let us know by calling us at 858 484-0220 or sending an email to [info@voiceacting.com](mailto:info@voiceacting.com). Let us know what we can do to help you promote your appearance at VOICE 2012.

## An Opportunity to Give Attendees More than What They Are Expecting:

Starting with VOICE 2012 we are “going green” by offering handout materials and articles as downloadable PDF files for VOICE attendees. If you plan to use a “handout” or notes for your program, we encourage you to make those materials available for our attendees to download or print prior to the convention. If you’ve been a presenter at prior VOICE events, you know that we printed a massive set of workbooks that contained all the program handout materials, and we did not permit distribution of handouts during the programs. We’ve changed that policy for VOICE 2012 to improve efficiency and save some trees.

All you need to do is send us your MS Word Doc or a formatted PDF file of your handout materials by the deadline and we’ll add it to our attendees account so they can download the files. Of course, if you would like to distribute hard-copy, printed, handouts at your program, you can do that as well. But even if you are only doing printed handouts, we still need an electronic file of the handout materials so we can post the PDF file so your support material will be available to download after the convention.

As a VOICE 2012 Presenter, you also have a prime opportunity to offer attendees additional information that will further enhance your credibility and create excitement for your program. We encourage all of our presenters to submit an article, but it is not required. As with handout materials, all articles for VOICE 2012 will also be made available as downloadable PDF files.

If you would like to submit an article, please keep the following in mind:

- We ask that you limit your article to a maximum of 10 pages at 12pt Arial with 1” margins all sides, but preferably in the area of 1500 words or less, if possible.
- Submit your article in MS Word format (.doc or .docx), or as a pre-formatted PDF file, if you have that capability.
- If you are saving your file as a PDF file, please make sure any images or special graphics are embedded in the file.
- We suggest you include a short 1-paragraph bio with a photo at the end of your article. Please feel free to include your contact information, email address, and website URL if you like. Your article is an opportunity to promote yourself, so please take advantage of this opportunity.
- **The drop-dead deadline for article submission is March 31, 2012.**

## Your Program at VOICE:

Those who are attending your VOICE 2012 session are there because they want to learn from you. Your session is a tremendous opportunity for you to share your knowledge and experience and build credibility with those attending the convention. If you are a coach, author, or sell products and services, the temptation may be to use your session to sell your “stuff.” **Please don’t do that!** Your session should focus on education and is NOT intended to be a sales platform. We have provided you with a booth in the Exhibit Hall and an Ad in

the Program Guide for that purpose. If your session focuses on techniques or information that is available or expanded upon in one or more of your products, we ask that you limit mention of that to only once at the beginning or end of your session. Because those attending will already know who you are and what you have to offer, it really isn't necessary to "pitch" anything during your session. **Your session is not a typical marketing seminar, and it is extremely important that you are not perceived as an hour-long infomercial for your products. Also, please keep in mind that if your presentation focuses on "selling" your products or services, it may result in you not being invited to present a program in the future, which neither of us would want.**

## Your Program Audio & Video Support Materials:

The type or format of your audio/visual support materials will depend on how you structure your program. Although we will have an A/V technician at most breakout sessions, it is not their job to run your playbacks or visuals. The A/V technician's job is to connect your computer to our projectors and to make sure your microphone, computer, and other A/V requirements are all working before you are introduced.

Please be prepared to operate your own PowerPoint, audio, or video playbacks from your personal laptop computer. In order to accommodate the most common presentation formats, we have arranged for each of our breakout rooms to support whatever you might need in the way of A/V support.

Our on-line event schedule will indicate your scheduled room, but this may be subject to change. Please verify your room location at the Registration Desk prior to your program. A map of the convention floor will be available and will be printed in the VOICE Program Guide. Each meeting room will be equipped with the following:

- A wireless head-worn mic for you. We do not use lavalier mics, but a hand-held mic will be available if you prefer to not wear the head-worn mic. If you are not comfortable using a hand-held mic on stage, or do not have experience presenting with a hand-held mic, we strongly suggest using the head-worn mic provided to you.
- Each meeting room will have one or two microphones on stands (with copy stands) in your audience for on-mic coaching or Q&A. We've found it works extremely well to have people work on-mic from the locations in the audience, instead of bringing them on stage. This saves a lot of time and keeps your session moving. However, there may be some occasions when you'll need your students on stage. If you'll be needing mics on your platform, we'll need to know that in advance and your A/V technician will need to know.
- There will be a hookup to send the audio and video of your computer to our projectors and PA system
  - **IMPORTANT: If you are using your laptop for PowerPoint or playback of audio video examples, please be sure you know which function key(s) are needed to send the video out to an external monitor. Your laptop should also be able to provide a simultaneous video to your laptop screen (often a second click on the same function key that sends out the video). You need to know how to do this in order to avoid delays in starting your session. Please don't wait until you arrive in LA to figure out how to use your laptop.**
- A PA system is provided in each meeting room.
- A video projector with screen is provided in each meeting room.

## Audio & Video Playbacks during your session:

As mentioned above, we recommend that you use your laptop for any A/V support playbacks for your session. You can play both audio and video files directly from your computer. However, if you need an audio CD player or a DVD player, we can accommodate that, but we'll need to know that in advance. One of our Event Managers will be in contact with you as the convention approaches remind you of deadlines and confirm your breakout room A/V requirements.

**IMPORTANT:** Although we know you'll be bringing a backup of your support materials with you, as a precautionary measure, we do ask that you send us a set of any compiled audio CDs, DVD's, or data CD-Roms that you will be using during your session. If you are using PowerPoint as A/V support, we suggest you save your project as a PPS format (PowerPoint Show), NOT a PPT. The PPT file is the original project file and using this file during your presentation can sometimes create problems. When saving your project as a PPS file, be sure you embed any audio, video, or images that are part of the presentation. As long as you are playing the PPS from the same computer on which it was created, you shouldn't have any problems. But if don't embed files, and you copy your PPS file (or PPT file) to a different computer, the audio, video, fonts and images you use may not be transferred.

Please test your presentation thoroughly and back it up to a CD-Rom or USB Flash Drive and send us a copy. We ask this so we can verify the quality and functionality of the media and so that we have on-hand a backup set of your materials in case something happens to your primary set. Your backup sets will be returned to you following your convention session. **Please arrange for us to receive your backup A/V materials by no later than May 11, 2012.**

## Rehearsing your program:

We cannot emphasize enough the importance of being well rehearsed for your program, especially if you are integrating PowerPoint or audio/video playbacks from your laptop into your session. Please make sure you know how to operate your software and computer so that delays or problems during your session can be avoided.

## Your VOICE Ambassador & Arriving for your session:

Our Event Managers will be your primary contacts both before and during the convention. You can expect to hear from them prior to the convention and you will have an opportunity to meet them on site prior to your session.

You will also be assigned a VOICE Ambassador. This will be one of our volunteer staff who is assigned to you. It is the Ambassador's job to know where you are prior to your program, to get you to your VOICE Photo Op, to make sure you are at your meeting room on time for your A/V checks, and to provide you with any last-minute assistance that might be necessary.

We ask that you arrive at your session room 30 minutes prior to the start of your session. Please go to the lectern at the front of your room to meet your technician, get yourself "mic'd", get your computer hooked up, and run through a short technical rehearsal prior to

doors opening. Your room may have one or more VOICE Ambassadors assigned, who are responsible for making sure your program starts and ends on time. As your program nears its end, you will see them holding up large, brightly colored signs with a “10” (green), “5” (orange), or “0” (red), to indicate your time remaining. Please begin wrapping your session when you see the orange “5” minute warning and close out your session as quickly as possible after you see the red “0” sign.

Our Ambassador volunteers work very hard at this convention, so we ask that you make yourself available for them, if possible, should they have any questions or want to meet with you privately for a few minutes before or after your presentation. In most cases, the VOICE Ambassador working your room has specifically requested your program.

### Your Photo Op:

We generally try to have a short “Photo Op” session immediately prior to your Ambassador escorting you to your meeting room. This Photo Op will only take a few minutes and is often the only opportunity you’ll have to get a promotional photo with the Executive Producers, James Alburger and Penny Abshire. Your Ambassador will assist you in getting to your Photo Op either prior to or immediately following your presentation.

### After your session:

When your session is done, we ask that you move as quickly as possible to your booth in the Exhibit Hall (or to the photo op area) so we can clear the breakout rooms and prepare for the next program.

### Your Presentation Handout Materials & Advertising Mechanicals Specs:

As you prepare for your presentation, please keep the following in mind:

- **March 31, 2012 SUBMISSION DEADLINE** – We **MUST** receive your handout materials by this date. This includes your handouts and your ad layout for the VOICE Program/Guide. **This is a drop-dead deadline.** We cannot guarantee your notes or handouts will be included in the download links if received after this date.
- **Handout Content** – Your handout materials should not exceed 10 pages at 12pt Arial with 1” margins on all sides. If you plan to be coaching during your session, we suggest that you include the scripts in your handout materials so everyone attending your session can follow along. We’ve learned from experience that handing scripts only to those being coached, or only putting the script on the projection screen is frustrating for everyone else in the audience. If you are including scripts or images that you obtained from another source (meaning you are not the creator), please be sure to include the name of the source for each item whenever possible and a notice of copyright ownership. A simple “copyright [name of source]” will usually suffice.
- **Your VOICE Program/Guide Ad Specs** – Don’t forget that you receive a half-page ad that will be included in the full-color VOICE Program/Guide. Your Ad Page can be used for any purpose you wish: to promote your products, workshops, drive people to your Exhibit Hall booth, etc. (See Layout Specifications below)

• **Deadline for Ad Layout Delivery: NO LATER THAN MARCH 31, 2012**

Email your handouts, articles and ad layouts to: [jralburger@voiceacting.com](mailto:jralburger@voiceacting.com)  
Please include VOICE LAYOUT in the subject line of your email.

• **Program Guide Mechanicals (Layout Specifications):**

The program guide is printed 5.75" w X 8.5" h - color  
All print layout formats are boxed only. We reserve the option to add a border.  
Deliver layout as a digital .jpg or .png file  
Format as CMYK at 300dpi minimum

½ page ad (horizontal boxed only): 4.75" wide X 3.75" high @ 300dpi

Full page ad (boxed only): 4.75" wide X 7.75" high (extra cost)

**PDF Handout & Article Advertising Mechanicals (Specifications):**

Handouts and Articles are in PDF format only at 8.5" X 11" suitable for printing  
Deliver layout as a digital .jpg or .png file  
CMYK at 72 dpi preferred (150dpi maximum)

Handout and Article content: 8.5" wide X 11" high – color @ 150dpi  
Please format your document to include images and photos, then SAVE in PDF format.

(you may place 1 (one) full-page ad with your handout PDF

The following are for additional ad placements only.

¼ page ad: (boxed vertical only): 3.5" wide X 5" high

½ page ad: (boxed horizontal only): 7.5" wide X 4.75" high.

Full Page ad: (boxed) 7.5" wide X 10.25" high

Full Page ad: (full bleed) 8.75" wide X 11.25" high  
(Not available for all events) (8.025" X 10.025" for critical content)  
Please allow for 1/8" outside trim on all sides.

Layout notes:

- Please make sure your handout, article or ad is delivered in PDF format and that your PDF looks the way you want your notes to appear when printed or posted online. If you include color, we recommend using CMYK instead of RGB for photos and images. We will not adjust content in PDF files and we cannot be responsible for improper translation of color content or for images/fonts that are not properly embedded in your PDF file.

- Most newer document software can create a PDF file. If you do not have that capability, there are dozens of free programs that will create a generic PDF file. A Google search for “free PDF converter” will help you find what you need.
- When creating the PDF file of your layout, please check the program’s settings to be sure to embed your fonts and images.
- If you are creating your layout in an MS Word document, please use Arial, 12pt as your font. Set the page layout for ¾” margins on all sides.
- If you absolutely need for us to convert your handouts, articles or ad layout to PDF, please call us at 858.484.0220. We can do the conversion for you, but there will be a minimum \$50 charge for us to do the PDF conversion.

## Advertising, Sponsorship, and Show Bag Inserts:

As a presenter, you receive a free show bag insertion and a 50% discount on any additional advertising you wish to order.

- **Deadline for Show Bag Inserts: MAY 11, 2012.** We have a very tight schedule for preparing the Show Bags for VOICE 2012. If your show bag insert arrives after May 11<sup>th</sup>, we cannot guarantee that it will be inserted into the attendee show bags.
- **Show Bag Insert Content:** If you choose to provide a show bag insert, it may be either a paper insert up to two pages (1 sheet of paper, printed both sides), or a single promotional item (i.e. pen, pencil, mug, CD, etc.).
- **Additional advertising or sponsorship:** Please send an email to [sales@voiceconvention.com](mailto:sales@voiceconvention.com) for information on additional advertising placements or sponsorship.

The production team and staff of VOICE 2012 are here to help you in any way we can to make your participation at the convention go smoothly and effortlessly. Our goal is to create an event that far exceeds the expectations of both those attending and for you as a presenter. With your help, we can do that.

We look forward to working with you and to your participation at VOICE 2012.

The VOICE 2012 production Team:

James Alburger  
Penny Abshire  
Curt Byk

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