



Speaker Guidelines & Responsibilities

Thank you for agreeing to be a *DULLES AREA ASSOCIATION OF REALTOR®* Speaker. We look forward to working with you to make your educational session great. Our policies and procedures are in place to avoid issues that might arise, and ensure a smoothly run session.

Speaker/Presenter/Panel Moderator/Panelist Role

You assume key responsibilities when you agree to participate in our educational program. These commitments help to give DAAR's education its quality and consistency. As a speaker, you agree to do the following:

- Provide a high-quality educational program, which includes current, accurate and relevant information on the topic.
- Recognize that as a speaker your relationship with DAAR is as an Independent Contractor and not an employee of or any of its affiliates.
- Honor the Speaker's Agreement in **ALL** circumstances.
- Assign DAAR the audio recording copyright for this one-time presentation (if applicable).
- Refrain from verbally marketing any of your products/services immediately before, during, or after your session(s) and to include the following:
 - making promotional remarks about your company
 - supplying any promotional items including food
 - contacting the students for solicitation including recruitment purposes
 - collecting/keeping student business cards (without prior approval)
- Accept that speakers who violate the previous self-promotion policy will NOT be invited to present at DAAR for up to three years.
- Avoid references to any specific commission rate during your presentation - such discussions have the appearance of possible antitrust violations.
- For the REALTOR® Recharge Conference & Expo, exhibiting speakers may announce your booth number and ask attendees to bring their product related questions to your booth.

Speaker "To Do" List

Much of the information about session administration is included in the Call for Presentations (CFP) form. When your session is selected for presentation, you will receive a Speaker Agreement and Session Checklists. You will be asked to:

- Provide an electronic copy of your session handout (10 pages maximum)
- Verify audiovisual requirements
- Provide a short biography to serve as your introduction
- Review the session goals and objectives submitted on your CFP
- Obtain DAAR approval of your personal promotional electronic slide or print flyer (single-sheet flyer cannot exceed 8.5" by 14)
- Provide a color photo for promotional use in one or more of the following formats:
 - .tif (high resolution) file
 - .jpg (high resolution) file (preferred)
 - 3X5 Color photo
- Complete the online registration/hotel room request. Note: As a speaker, you receive complimentary full educational registration. Speaker pays all other costs, including transportation, hotel and related expenses.
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- Panel moderators: a) discuss potential panel participants with DAAR staff contact prior to confirmation, b) attend conference call with panel participants and DAAR staff prior to session.

Speaker Handout

DAAR attendees are encouraged to view course material by downloading from a link provided by staff (one week prior to session) on their iPADS, iPhones, and laptops. Follow these simple do's and don'ts when developing your session handout.

Do:

- Arrive 30-minutes prior to start of class
- Limit the number of pages to 10 (Contact Teresa Kirkhart at tkirkhart@dullesarea.com) Include your session title and name as a header (in a smaller font) on the top left of each page
- Number each page
- State session learning objectives at the beginning using the statement: After completing this session the attendee will be able to . . . show a course outline or table of contents on page 1
- Update content as appropriate so you are presenting the most current message on your topic. If in doubt contact Teresa Kirkhart to discuss prior to submitting the handout
- Make sure all copyrighted terms are used correctly within the handout
- Make sure that material relates to stated objectives, and follows the order it will be presented
- Focus on practical applications
- Develop a handout that is useful during the session
- Create a handout that is a handy reference after the session
- Include note-taking space
- Consider a format that is a skeletal outline of the session
- Add job aides (i.e. checklists, forms, tables, glossaries, bibliography of related materials) whenever possible
- Include a 50 word or less biographical sketch on the last page of the handout with your complete contact information at the bottom of the last page of the handout (company name, mailing address, telephone, e-mail, Web site)
- Identify current exhibitors with relevant products AND if you are an exhibitor, your booth/table location
- Send your current material to DAAR by specified date given by Professional Development Director
- Direct any questions about session to the Professional Development Director or find the session monitor

Don't:

- Include your promotional flyer as part of the handout
- Exceed the 10-page limit (Contact Teresa Kirkhart, tkirkhart@dullesarea.com to discuss necessary exceptions)
- Submit more than one blank page as part of the handout
- Address topics that are not part of your stated objectives
- Theorize - ideas should relate to real-world situations
- Include a cover page, since DAAR develops standard cover pages for all handouts

Speaker Course Materials for Continuing Education Credits

The Speaker agrees to provide DAAR course information for continuing education and post licensure credit approval (if applicable) from Virginia Real Estate Board (VREB). The following is required for course approval:

- (a) Course syllabus listing the main points of course,
- (b) A bio with complete contact information,
- (c) A comprehensive timed outline indicating subjects and how many minutes of instruction needed for each section,



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- (d) A summary of how the course will benefit the real estate salesperson/broker professionally and increase the protection of the general public, and
- (e) A copy of course materials that will either be distributed or used in presentation such as handouts, pamphlets and overhead.

This information should be received by DAAR no later than date given by Professional Development Director. It takes time to organize and submit course applications to VREB. Please note that VREB Education Committee meets every other month and course materials to be approved need to be submitted by VREB's deadline. **(This deadline is critical to the success of the course and the timing of the marketing material. Failure to meet this deadline could result in students not receiving the appropriate credit for the course, or course cancellation.)**

Speaker Biography/ Session Description Copy

Introductory biography

Keep your biography short - something that can be read aloud in one to three minutes. Make it a professional and friendly introduction. If a session moderator is assigned, he/she will use the biography for your introduction. When you prepare your biography, make sure it answers the question: "Why am I qualified to speak on this subject?" A good biography builds credibility. As a final touch: Do not forget to include something unique or personal about yourself.

Session description copy

Your session description will be posted on the DAAR website to allow attendees to plan their schedule in advance. DAAR prepares copy for the program if applicable, based on the information you provide on the Call for Presentations form. When you are asked to review the copy, make sure that it is clear, concise, and above all - accurate. Attendees are more likely to be dissatisfied when they feel misled about the session content - regardless of the quality of the session itself. Session description copy should always include the key session learning objectives.

DAAR's Role

Naturally, we assume responsibilities to make your session successful. We appreciate and respect your commitment to the assigned deadlines and agree to do the following when each deadline is met:

- Provide you with complimentary REALTOR® Recharge Conference & Expo Full Conference Registration
- Schedule the session in a classroom style seating, unless a mutually agreed upon alternate setup is confirmed at agreement signing.
- Assign a qualified monitor to assist you and the attendees during the session, whenever possible.
- DISTRIBUTE your 10-page (or shorter) handout through a weblink.
- Distribute and collect session evaluation forms.
- Provide a lectern and lavalier microphone (if needed) and panel stools if session is a panel format
- Supply audiovisual equipment, as specified on your Speaker Agreement
- Send you written notice of cancellation at least 30 days before the date of the session, if it is determined that the session is not needed.



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Equipment

For All Presentations

- Additional equipment necessary for presentation if requested by deadlines dates (requests for equipment should be made as early as possible)
- When requesting equipment, you should be very specific about your requirements. To ensure compatibility between your laptop computer and a requested Internet connection, include the make and model of your laptop. We have provided a list of the most frequently requested equipment for your reference.
- You are welcome to use your computer, but DAAR only has capabilities for VGA connection to projector.

Frequently Requested Equipment

Here is a list of most often requested equipment. When requesting equipment, please use the terms on this list so that we can best understand your needs.

Sound equipment includes: *Should be used for large audiences only (50 or more persons)

- Standing microphone
- Lectern microphone
- Hand-held wireless microphone
- Wireless lavalier microphone

Audiovisual equipment includes:

- LCD projector
- Screen (sized appropriately for room)
- Flip chart with markers*
- Laptop w/ CD/DVD player
- Power strip for laptop equipment
- Internet connection

Logistics - On-site

Plan to arrive 30 minutes prior to start at DAAR: Check in with the Member Services Assistant and she will notify the Professional Development Director of your arrival. You may take a seat in the lobby or lounge until your session.

Plan to arrive 30 minutes prior to start at outside venue: Check in at the registration desk and pick up your badge. Staff will notify the Professional Development Director of your arrival. You may take a seat in the speaker lounge or visit the exhibitor's hall.

Room setup

Your DAAR classroom size assignment is based on anticipated topic appeal. All DAAR rooms are set up in classroom style with all audio/visual equipment for that day. Classroom 1 can accommodate 30 students and 48 students in classroom 2 comfortably.

If you DO NOT SUBMIT your student handout to DAAR by the deadline date on your Speaker Agreement, you are responsible for reproducing and transporting your handouts to your session room at your expense. Handouts must be placed on the handout



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table at least 30 minutes prior to the start time, or at the conclusion of the previous session. At no time is it permissible to enter the room with your materials while another session is in progress.

Equipment and setup checks take place one hour before the first session of the day. Quick session turnovers sometimes require that equipment from a previous session or later session is left in your session room. NOTE: There are usually 5-10 minutes between sessions during the day at DAAR and 15 – 20 minutes at the REALTOR® Recharge Conference.

Audio recording

Some education sessions are audio recorded. Please remember, to ensure the quality of the audio recording:

- Speak loudly
- Speak clearly
- Repeat all questions from the audience

Speaker's Team

DAAR classroom: to assure that each education session runs smoothly and successfully, DAAR's Professional Development Director, Teresa Kirkhart will be your support. She will handle the following:

- check room/equipment setup
- room temperature
- course materials
- speaker materials
- touches base with the Speaker to make sure that they are all set for the session and any other set-up related items.

DAAR staff and the Education Committee members will assist with:

- Badge Checker
- Door Security
- Crowd Control: These are individuals who are responsible for checking that all attendees are wearing the appropriate conference badge before entering the room.
- Monitors will perform any tasks necessary to ensure the success of the session.
- Monitors assist with the sign in sheet if continuing education is offered.
- Monitors help to distribute and collect evaluation forms.
- Monitors assist with distribution of handouts (if applicable)

Session Evaluations

To continually improve the quality of REALTOR® Professional Development Programming, DAAR welcomes feedback:

- Each attendee is encouraged to complete an evaluation form and provide comments on your session. The evaluation form distributed to attendees asks about your materials, delivery, and subject matter expertise. DAAR will send you a copy of the attendee evaluations and comments.
- Session monitors (when available), will "audit" your session. They will be asked to evaluate your delivery, visual aids, preparation, attendance number and the audience reaction.
- Speaker feedback is encouraged and welcomed.



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Policy Violations

In the event that a speaker violates these policies, it will be forwarded to the Education Committee for review and recommendation to the Board of Directors to determine future participation as an instructor in the education program. He or she may appeal the If a speaker is suspended for violating any of the DAAR Education Programs Speaker Policies, he or she may appeal the Board of Directors decision by writing a letter to the association.

Letters should be sent to:

Dulles Area Association of REALTOR®
ATTN: Education Committee
21720 Red Rum Drive, Suite 177
Ashburn, Virginia 20147

Or email: Professional Development Director, [Teresa Kirkhart](mailto:tkirkhart@dullesarea.com) (tkirkhart@dullesarea.com)

I acknowledge that I have read and agree to the above Speaker Guidelines and Responsibilities.

Name: _____ PH: _____

Company: _____ Email: _____

Please sign, date and return to Professional Development Director, Teresa Kirkhart

X

Signer's Full Name

Date: _____