



SOCIETY OF CORPORATE
COMPLIANCE AND ETHICS

8th Annual
**Conference for
Effective Compliance Systems
in Higher Education**

April 21–24, 2010 | Dallas, Texas

Call for Speakers

Speakers' Guide and Frequently Asked Questions

Proposals are due August 28, 2009

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SCCE is devoted to promoting the field and profession of compliance and ethics. We are looking forward to your submission and offer the following guide for our speakers to help make this program the highest possible quality, and assure that our audience feels we have fully respected their expectations.

Conference attendees respond favorably to presentations that feature

- Thought-provoking insights
- Timely subject matter
- Accurate handouts and helpful resources
- Experienced speakers
- Prepared speakers
- Dynamic and engaging speakers
- Audience interaction
- Real-world examples
- “How-to’s” they can apply to their own situation
- Well-paced delivery

SCCE requests that your presentation fall into one of the three following styles. Speakers must select which style they are presenting when filling out the submission form.

- **Regular Presentation.** A one-hour session to include interactive discussion, practical tools and 10–15 minutes of question and answer
- **Case Studies** (*i.e. FCPA and export controls, checks and balances to prevent universities from repeating the Madoff Scandal, scientific misconduct and university integrity*). A one-hour session to include a description of a detailed, intensive study from your organization or company, also to include 10–15 minutes of Q&A
- **Facilitated Roundtables on Advanced Topics.** Lead an advanced facilitated discussion. Solely an outline of discussion topics (no PowerPoint). Majority of content will come from session attendees.

Confirming Your Participation/Speaker Forms.

SCCE will generate a speaker packet for each presenter selected which contains important information and a series of forms which must be completed by the stated deadline to confirm participation in the program.

Marketing Materials. The information provided in your submission will be used for promotional materials—including the registration brochure. Please complete your submission with this in mind. SCCE reserves the right to edit submissions to accommodate this purpose.

Deadlines. SCCE asks that all speakers demonstrate a commitment to planning an exceptional conference by meeting SCCE deadlines, which will be outlined in your confirmation speaker packet.

Disclosures. SCCE asks speakers to disclose personal and employer-related interests in the subject matter being addressed. Failure to complete a disclosure form will be included in attendee materials.

Biography & Photograph. Speakers are also asked to submit a professional biography and a high-resolution color photo in electronic format for use in promotional and onsite attendee materials.

Handouts. Handouts are mandatory for all speakers. Handouts will include your PowerPoint presentation as well as any additional material that you think would be valuable to attendees. Handouts will be included in a binder and on a CD-ROM, both of which will be distributed to attendees onsite. Handouts that are popular with attendees include listings of additional resources, survey results, statistical analyses, news articles, etc.

Co-Presenters/Moderators. Because of budgetary constraints and limited session times, SCCE limits the number of co-presenters in a session to three people.

If your session involves more than one presenter, it is essential that the session be coordinated to ensure overall cohesiveness which includes such things as complimentary content, transitions between presenters, accurate handouts, and timing. To achieve this goal, SCCE requires that co-presenters (and moderators, if any) engage in a SCCE-coordinated conference call prior to the conference.

Sessions involving more than one presenter may opt to use a session moderator. Since the use of session moderators is optional, the duties will be determined by the needs of the group. Responsibilities may include introducing presenters, facilitating the question-and-answer period at the end of the session, etc.

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Session moderators, when used, must participate in the conference calls referred to above and adhere to the same reimbursement standards of the session speakers.

PowerPoints. Power Points are a great resource, but it is easy to over do them. Here are some basic points to follow. Keep to a few bullet points per PowerPoint, and keep the points short. If you want to provide text for the audience, it is best to put that on a separate document. When speaking, please NEVER simply read the PowerPoint document—audiences always tell us how much they dislike that.

Jargon & Acronyms. Please remember that your audience is a cross-industry group. Try to avoid any industry-specific jargon such as OIG, DRG, Part D, etc., or be sure to define your terms.

Non-Promotion Policy. Attendees at SCCE's programs do not like promotional pitches from speakers. Feel free to tell listeners who you are and what you do (briefly), but please—no selling or commercial promotions in your presentation or PowerPoint.

Audience Interaction. Our audiences like to interact with their colleagues and with the speakers. We strongly encourage this. However, simply saying “Feel free to ask questions” does not necessarily cause the audience to interact. When asking for audience questions, it helps to be specific, e.g., “are there any questions about what type of privilege works best in compliance programs,” or “have you had any problems with your helplines in France?” There are also interactive techniques that can engage the audience, such as having attendees team up with their neighbors.

Practical Advice. Many members of the audience are compliance and ethics professionals who do day-to-day compliance and ethics work. They are looking for practical advice and tools they can take back today and use tomorrow.

Ending. Of the things audiences like, finishing on time is at the top of the list. If you have kept to your topic the audience will have received their money's worth in the time you have already spoken. If you think they want to know more than you can cover, invite them to talk with you later, during a break. Remember to use the last 10 minutes of your session for Q & A.

Audio Visual/Room Set-Up. Rooms will be set with theatre- or classroom-style seating (depending on the space available), a head table, and a lectern. Each room will include an LCD projector, screen, lectern, wireless lavalier microphone, head table, and laptop (presentations are pre-loaded on laptops provided by SCCE). Additional AV is subject to the approval of SCCE.

Please arrive to your session room 15-minutes prior to the start of your session to acclimate yourself to the room and equipment. An audio-visual technician will stop by each room during this time to answer your questions.

Room monitors will be stationed in every session room to assist you. They will also display signs near the end of your session indicating how much time remains.

Your Topic. We are interested in your topic. The audience has decided to attend based on what our speakers have promised to cover and what is in our brochure. To help you keep on target, please take a moment and review the rest of the program's agenda. If you think your topic is close to, or may overlap with another speaker's area, please coordinate coverage with them to avoid duplication.

Registration. Speakers do NOT need to submit an event registration form for the conference. SCCE will register you using the information submitted on your speaker forms.

Onsite. Speakers are asked to check in at the SCCE registration desk upon arrival to the meeting. Speakers will receive a name badge with a speaker ribbon and standard attendee materials.

Speaker Introductions. SCCE will make every effort to arrange for a compliance professional to introduce you prior to the start of your session using information you provide on a speaker introduction form. However, SCCE cannot guarantee that you will have someone introducing you. Please be prepared to introduce yourself in four to five sentences.

Timing & Murphy’s Law. We strongly recommend getting to the program early. Experienced speakers often take the time in advance to check out all the equipment and familiarize themselves with the setting. This familiarity tends to lower anxiety, especially for new speakers. Getting there early also gives you the time to cover any instances of Murphy’s Law that might have occurred (e.g., you have a video but the equipment does not work, your PowerPoint presentations are not on the computer, etc.).

Session Evaluations. Attendees are asked to complete evaluation forms for each session. Results will be tallied when the conference concludes, and results will be forwarded to speakers. Please note that conference attendees respond well to speakers who deliver interactive sessions.

CCEP Exam. Speakers who are interested in taking SCCE’s CCEP exam must register and pay for the CCEP exam. CCEP exam registration fees are not eligible for reimbursement. Information about the exam can be found on SCCE’s Web site.

Continuing Education Information. To facilitate the CEU application process, speakers must identify whether or not their presentation addresses a legal code or the subject of ethics.

What They Say about You! The following quotes represent the “most satisfying features” of previous breakouts as identified by meeting attendees on evaluation forms.

- “Opportunity to hear what others are doing and how they’ve solved difficult problems”
- “Timely analysis of a recent case”
- “Well prepared; format was very good, i.e. bouncing between presenters effectively and conversationally. Very effective”
- “All presenters were very knowledgeable”
- “I appreciated the list of resources & links provided by the presenter that we can turn to later after the conference is over”
- “Excellent presentation—liked learning about how the speaker’s program developed, its challenges, and progress made to date—very interactive”
- “Great presentation, very interactive, informative, and creative”
- “Thoughtful, provocative—and entertaining as a last presentation of the day”
- “Great session; the interactive approach. We learn more from interacting than by lecture. We learn from others”
- “Very interesting; kept it moving at a great pace”
- “Speakers were prepared.”
- “Clear & concise recommendations”
- “Great presenter. Dynamic. Practical examples”
- “Great speaker, informative presentation. Real life examples help bring home the importance of C&E programs and our duty of integrity”
- “Real world experiences of the speaker’s company”
- “Dynamic and engaging speaker”
- “Extremely eloquent speaker”
- “Fantastic speaker!”
- “Folksy, pleasant, funny—smart & informative”
- “Great delivery—memorable”
- “Great presentation, very informative & educational. Great sense of humor. ”
- “The speaker is an informal, persuasive and thought-provoking presenter. He sets the bar quite high and exemplifies the principles of SCCE. Outstanding—no criticism. ”
- “Succinct, practical”
- “Very engaging!”
- “Vibrant, lively, deep topic speaker”
- “She is passionate about her mission and her enthusiasm is contagious!”