



ITS Canada 2021 Conference Speaker Training Guide

This guide will help you feel prepared to present as part of the 2021 Virtual Conference. It will go over the format of various sessions, and offer general presentation tips to help you look and sound your best.

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General Information

Helpful tips for all presenters, and a look at the two different types of sessions.

One big thing to keep in mind; **we are expecting technical hiccups!** A virtual conference is far more complicated than getting together in person. We aim to do our best, knowing it will not be perfect. Slide shows may glitch, videos may freeze, but all our presenters are here to share from their wealth of knowledge and experience. No fancy stuff required!

Tips for Virtual Presentations

Connecting to the meeting

- If possible, a wired internet connection is better than using WiFi. (less can go wrong!)
- A desktop/laptop computer is best for presenting.
- Update your Zoom software to the latest version.
- Connecting on a mobile device or tablet will not allow you to share slides.

Lighting your space to look your best

- Have light in front of you. (a window, or lamps)
- Avoid strong light coming from behind. (close blinds, turn off lamps)
- Avoid direct sunlight on your face.

Position yourself on screen

- Adjust your chair and camera so your head and shoulders fill the screen.
- If you talk with your hands, sit further back so we can see your gestures.



Too Far

Just Right

Too Close



Consider what's behind you

- If you can, find a spot with a plain(ish) wall or background.
- Close doors and cupboards.
- If your dog or cat wanders in, nobody will be paying attention to what you're saying!
- You may want to try a "virtual background" in Zoom, but success will depend on your computer, camera, and environment.

Sound your best

- **To avoid creating an echo, it's best to listen to the meeting on headphones.**
- If you must use speakers, keep the volume as low as possible.
- **Minimize background noise.** Close doors and windows. Turn off things that make noise in the room. (Fans, fish tank filters, etc.)
- If using a separate microphone, make sure it's close to you.

Presenting Slide Shows (Screen Sharing)

Zoom screen-sharing is the process by which you can share your presentation slides. As a presenter, it's also the danger-spot, where technical challenges are most likely to pop up. Your preparation will avoid issues before they happen.

It is assumed all presenters will be responsible for, and comfortable with sharing their own slides, unless they make advance arrangements with the conference team.

If you've never done it before, watch this tutorial video to **learn the basics of Zoom screen-sharing**: <https://www.youtube.com/watch?v=YA6SGQIVmCA>

It would be worthwhile to open your own private zoom session and practice screen-sharing your presentation.

Slideshow Tips:

- Include a title slide on your presentation, so you can begin screen sharing before you jump into the first content slide.
- Be sure to "start presentation" on your slideshow *before* you begin screen-sharing.



Troubleshooting common issues:

- You cannot share a screen when using a phone or tablet to join the meeting. Desktop/laptop computers are required.
- **If your slides include video**, you **MUST** select “Share computer sound” and “Optimize for Video Clip” when selecting what you want to share.
- Remember to **End Screen-Sharing** when finished with your slides.

If you have any concerns about your ability to smoothly screen-share your presentation, please do **reach out to our conference Tech Team for assistance**. (see Emergency Contacts) If you submit your slides in advance, they can run the technical stuff on your behalf, freeing you up to focus on your speaking.

Two Types of Conference Sessions

Livestream (Broadcast)

A Livestream presentation is similar to being on a TV show. The speakers are together in the studio, but the audience is at home watching. In our session, all the hosts and presenters will be in a Zoom meeting room, but the audience will not. They will be watching a live broadcast of our meeting through a web browser, in the Attendee Hub.

For presenters, your experience will be exactly like being in a standard Zoom meeting, except without a visible audience.

Presenters and hosts will gather in the Zoom meeting, and have a few minutes to get settled, and test their connection. The livestream broadcast will not begin until the meeting host officially “opens the curtain” and starts the show.

The audience will be able to submit questions by typing into a form. The tech team will be pasting good questions into the Zoom chat (not visible to the audience) for moderators and speakers to address.

All Livestream presentations will be recorded.

Collaborative (Discussion)

Our collaborative sessions are very much like your standard Zoom meetings. The speakers and attendees are all in the same meeting, allowing for live questions and discussion.



Breakout rooms will be used to facilitate topic-focused conversations. From the main meeting everyone will have the option to freely move to breakout rooms. A breakout room operates just like the main Zoom meeting, but you can only see and hear people in the same room.

Emergency Contacts

As a presenter/moderator if you ever run into any technical trouble, or have any other issues which may interfere with your ability to present, please let us know and ask for help.

The general contact is Janneke van der Zee, ITS Managing Director - janneke@itscanada.ca

For technical support during the conference, you can reach out to members of our conference tech team;

- Yeatland Wong - yeatsw@gmail.com
- Ryan Pilling - ryan@wowryan.com
- Rafael Franco - rafaelziah@gmail.com

Session-Specific Information for Presenters and Moderators

Innovation Sessions

These sessions bring together a panel of topic experts. At the beginning of each session, panelists will give a 1-minute pitch for their topic to the entire room. After the pitches, each presenter goes to their own breakout room, and attendees are invited to join breakout rooms to discuss the topic(s) they are interested in.

Format: Collaborative (Discussion)

How To Sign In: All presenters and moderators will join the meeting via the Attendee Hub. Non-registered guests (if any) will need to be provided with a URL in advance. Please arrive 5 minutes before the scheduled start time.

Event Timeline:



- Moderator will begin the session, welcome the audience and introduce the agenda followed by individual pitches.(10 minutes)
- Presenters will be introduced in turn, and give their 1-minute pitch. (7 minutes)
- Once all pitches are complete, breakout rooms will be opened. Each room will be labelled according to the presenter and topic. Presenters should immediately go to the proper room, and the attendees will choose a room. (2 minutes)
- Breakout Room Sessions (35 minutes)
 - A facilitator is assigned to each breakout to encourage conversation and invite questions from the attendees.
 - The presenter can now deliver their main presentation, along with screen-sharing any slides.
 - Tip: Keep presentations brief, and aim for a more interactive discussion.
 - Attendees are permitted to bounce between multiple breakout rooms, so they may not have heard all parts of a discussion. Be prepared to welcome new people to the discussion, and reiterate main points.
 - If an individual attendee is taking a lot of time with questions, or an issue, invite them to continue the conversation outside the meeting, and open the floor for others.
 - Sessions are planned to end after 45 to 50 minutes. You may suddenly see a countdown timer alerting you a breakout room is going to close in 60 seconds.
- Breakout rooms will be shut down, and the main meeting will end.

Moderator Role: Kick-off the session and introduce the expert panelists. A document will be provided to you with presenter introductions.

Presenter Role: Be prepared with a 1-minute pitch to start, and ready to continue the discussion in the breakout room. You may choose to present slides/screen-share in the breakout room, but the focus should ideally be on discussion with the attendees.

Breakout Facilitator Role: Keep the discussion flowing, invite people to ask questions of the presenter, and have a few questions of your own prepared to fill any gaps. Keep an eye out for new people joining the room, and welcome new people into the conversation with a quick recap of the discussion.

Breakout Rooms are not recorded by default, to encourage open discussion “off the record”. If a presenter would like to record their presentation portion of a breakout session, arrangements can be made to do so with advance notice.



Smart Mobility Keynote Panel - Tuesday June 22

A live presentation featuring four prepared presentations, broadcast for all attendees.

Format: Livestream (Broadcast)

How To Sign In: Presenters will be provided with a special link, via email, to join the Zoom meeting. (It is not linked from the Attendee Hub) Please arrive 5 minutes prior to the start time.

Event Timeline:

- Presenters arrive in the Zoom meeting before the broadcast begins. This is a good chance to test any screen-sharing without the attendees being able to see. (5 minutes before start)
- Live broadcast will begin, the Host will welcome everyone to the session and introduce the Moderator, and explain the audience Q&A process. (3 minutes)
- Moderator will introduce speakers in turn for their presentations. (~40 minutes)
- The Moderator will read questions submitted by the audience for Presenters to respond.
- The moderator will wrap up, and the broadcast will end.

Moderator Role: Introducing the session and presenters. A document will be provided with speaker introductions. After presentations, you will ask questions which have been pasted into the Zoom chat. (Q&A selection is managed by the tech team)

Presenter Role: Share your prepared presentations, along with any slides/screen-sharing. You will be responsible for your own slideshow, unless you request in advance for this to be handled by the tech team (and submit your slides 24 hours prior to event)

Keynote sessions will be recorded. You may choose to turn off your camera when not actively participating.

Smart Mobility Challenge

This collaborative session is to present the innovative smart mobility solutions to the Smart Mobility Challenge, in a collaborative format.

Format: Collaborative



How To Sign In: All presenters, moderators, and delegates will join the meeting via the Attendee Hub. Non-registered guests will receive a URL. Please arrive 5 minutes before the scheduled start time.

Event Timeline:

- Moderator/Host will begin the session, welcome the audience, and introduce the agenda. (3 minutes)
- Presenters will be introduced in turn, and give their 1-minute idea pitch. (7 minutes)
- Once all pitches are complete, breakout rooms will be opened. Each room will be labelled according to the presenter and solution. Presenters should immediately go to the proper room, and the attendees will choose a room. (2 minutes)
- Breakout Room Sessions (18 minutes)
 - A facilitator is assigned to each breakout to encourage conversation and invite questions from the attendees.
 - The presenter can offer any additional presentation, along with screen-sharing any slides.
 - Tip: Keep presentations brief, and aim for a more interactive discussion.
 - Sessions are planned to end after 18 minutes. You may suddenly see a countdown timer alerting you a breakout room is going to close in 60 seconds.
- Breakout rooms will close, and re-opened for a second 18 minute session, allowing attendees to pick a new topic.
 - Note: Attendees will not be able to attend all the sessions; they will pick the breakout rooms that most appeal to them. The tradeoff here is quality over quantity, so you can have a more robust Q&A with the smaller group of attendees who self-selected to attend your presentation.
- At the 50min mark, breakout rooms will be shut down, and the main meeting will end.

Moderator Role: Kick-off the session and introduce the process and how breakout rooms will be used. Briefly introduce each presenter and allow them to do their 1 minute “elevator pitch”. Then direct people to the breakout rooms. Let everyone know the 2nd set of breakout sessions will end in about 18 mins. You may also be able to assist attendees who are “lost” in the main meeting room, and guide them to pick a breakout session.

Presenter Role: Give a 1-minute topic intro/pitch at the beginning of the main session when asked by the moderator, then move to your breakout room. Present and share your challenge in solution, via video, slides, or just by your camera. Engage your audience, and let them ask questions, and interact.



Breakout Sessions are not recorded to encourage open discussion. Facilitators will not be provided, please facilitate your own breakout room, and watch your own time.

Main Plenary

A live presentation featuring three prepared presentations, broadcast for all attendees.

Format: Livestream (Broadcast)

How To Sign In: Presenters will be provided with a special link, via email, to join the Zoom meeting. (It is not linked from the Attendee Hub) Please arrive 5 minutes prior to the start time.

Event Timeline:

- Presenters arrive in the Zoom meeting before the broadcast begins. This is a good chance to test any screen-sharing without the attendees being able to see. (5 minutes before start)
- Live broadcast will begin, Host will officially open the conference and welcome everyone introduce the session. (3 minutes)
- Host will introduce speakers in turn for their presentations. (~40 minutes)
- The host will wrap up, and the broadcast will end.

Host Role: Officially opens the conference and welcomes everyone. Introduce the session format and moderator. A document will be provided with speaker introductions.

Moderator Role: Kick-off the session and introduce the keynote panelists. A document will be provided to you with presenter introductions. After presentations, you will ask questions which have been pasted into the Zoom chat. (Q&A selection is managed by the tech team)

Keynote Speaker Role: Share your prepared presentations (if any), along with any slides/screen-sharing. You will be responsible for your own slideshow, unless you request in advance for this to be handled by the tech team (and submit your slides 24 hours prior to event).

Keynote sessions will be recorded. You may choose to turn off your camera when not actively participating.



Tech Tours

Live presentation incorporating pre-recorded video tours, broadcast for all attendees.

Format: Livestream (Broadcast)

How To Sign In: Presenters/Host will be provided with a special link, via email, to join the Zoom meeting. (It is not linked from the Attendee Hub) Please arrive 5 minutes prior to the start time.

Event Timeline:

- Presenters arrive in the Zoom meeting before the broadcast begins. This is a good chance to test any screen-sharing without the attendees being able to see. (5 minutes before start)
- Live broadcast will begin, the Host will introduce the session, and explain the audience Q&A process. (3 minutes)
- Host will introduce the Tour #1, topic and presenter, and cue the tour presentation, played by Tech (~8 minutes)
- Host will facilitate Q&A on Topic #1. (~14 minutes)
- Host will introduce the Tour #2, topic and presenter, and cue the tour presentation, played by Tech (~8 minutes)
- Host will facilitate Q&A on Topic #2. (~14 minutes)
- The host will wrap up, and the broadcast will end.

Host Role: Introducing the session and presenters. A document will be provided with speaker introductions. After presentations, you will ask questions which have been pasted into the Zoom chat. (Q&A selection is managed by the tech team)

Presenter Role: Interact with the host, discuss the tour, answer questions from the audience. (asked by the Host)

Presenters will be recorded. You may choose to turn off your camera when not actively participating.

Awards Celebration

Live presentation with brief presentations from award recipients, broadcast for all attendees.

Format: Livestream (Broadcast)



How To Sign In: Award recipients and other presenters will be provided with a special link, via email, to join the Zoom meeting. (It is not linked from the Attendee Hub) Please arrive 5 minutes prior to the start time.

Event Timeline:

- All Presenters and award recipients arrive in the Zoom meeting before the broadcast begins. This is a good chance to test any screen-sharing without the attendees being able to see. (5 minutes before start)
- Live broadcast will begin, Host will introduce the session. (3 minutes)
- Moderator will introduce award recipients, and they will turn on their video to appear in the broadcast and make remarks.. (~40 minutes)
- The host will wrap up, and the broadcast will end.

Host Role: Introducing the session and moderator. A document will be provided with all introductions.

Moderator role: Introducing each award and presents award to each recipient and facilitates session Q&A after official ceremony.

Award Recipient Role: Turn on your Zoom camera when introduced, share your remarks, and turn off your camera when finished. Engage in interactive Q&A immediately following the ceremony.

Presenters/Recipients will be recorded. You may choose to turn off your camera when not actively participating.

VIP Social Event (Invitation Only) & Exhibitor Social Event (All)

These social events will have some light entertainment, and interactive socializing.

Format: Collaborative

How To Sign In: All speakers and attendees will join the meeting by provided URL. Please arrive 5 minutes before the scheduled start time.

Event Timeline:

- Moderator/Host will begin the session, welcome the audience, and introduce the speakers



- Moderator/Host will introduce the Entertainment
- Moderator/Host will wrap up the formal events
- Breakout Rooms may be opened up to allow further socializing (if desired)

Social Events are not recorded

Public Sector Innovation Summit (Invitation Only)

This public sector summit brings together municipal and public employees who deal with a wide range of ITS, and share their ideas, thoughts, and experiences in ITS in a whiteboard format.

Format: Collaborative (Discussion)

How To Sign In: All presenters, invitees, and facilitators will join the meeting by the provided URL. Please arrive 5 minutes before the scheduled start time.

Event Timeline:

- Moderator/Host will begin the session, welcome the audience, and introduce the agenda. (5 minutes)
- Guest Speaker (3 mins)
- Breakout Room Sessions (25 minutes)
 - A facilitator is assigned to each breakout to guide discussion
 - Facilitator will share their Mural screen, ask questions, record and post answers
 - Facilitator will move thru the 5 questions in an assigned order.
- Moderator Host will summarize discussions guide voting process (20)
- Conclusions Next steps (2)
- Retrospective (2mins)

Moderator/Host Role: Kick-off the session, discuss process, objectives, what we heard.

Breakout Facilitator Role: Open the Mural (in Chrome), share your screen, jump to your assigned question. Ask the questions, seek answers form the audience, write answers on the mural. Try to give equal speaking time to all. Move on to the next question in a timely manner; watch the time. Different breakout sessions will start with a different question, but all breakout groups will rotate through all the questions eventually. As you progress, you'll



see previous answers, and allow the group to review the previous answers, and thus agree or disagree or add to previous answers.

Main session will be recorded by Tech. Breakout Rooms are not recorded by default, to encourage open discussion “off the record”.