

SPEAKER INFORMATION PACKAGE



For questions, contact:
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**Wednesday,
January 4th
&
Thursday,
January 5th
2023**

Presented by The
Southwest Agricultural
Conference, Midwestern
Ontario Agricultural
Conference and Eastern
Ontario Crop
Conference

Welcome and thank-you for being an integral part of the ONTARIO Agricultural CONFERENCE! Our program team strives to make this the best agricultural conference in Canada, and we know that with your help as a presenter, we can make that happen.

INSIDE THIS PACKAGE, YOU WILL FIND:

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DATES TO REMEMBER	
December 2, 2022	LIVE/IN-PERSON Speaker Accommodation Deadline
December 8, 2022	Conference Workbook Summaries Due
January 4 & 5, 2023	OAgC CONFERENCE DATES
January 27, 2023	Speaker Expenses Due
On Tuesdays – January 10 th to February 21 st , 2023	Post Conference “TEC Talk Tuesdays” – open forum discussions on specialized topics including Q&A learning opportunities

Conference Background - What is OAgC?

The ONTARIO Agricultural CONFERENCE (OAgC) is a combined effort of The Southwest Agricultural Conference, Midwestern Ontario Agricultural Conference and Eastern Ontario Crop Conference. The OAgC team is committed to keeping the Ontario agricultural community updated with current and timely information. The combined team is excited to be *EMBRACING CHANGE* by offering a new hybrid conference that includes an incredible line up of speakers, presenting 50 sessions both ONLINE and IN-PERSON! These interactive sessions are full of the tremendous knowledge and experience participants have come to expect from all three conferences. Check us out online at OntarioAgConference.ca and on Twitter @OAgC23!

Guidelines for Your ON DEMAND Presentation

Technical Checklist

Please make note that Quinn Harder, OAgC's Production Assistant will be contacting speakers prior to the conference to go through a Technical Checklist/Speed Test to ensure you are comfortable and prepared for your presentation. Some of the items that Quinn will be going through with you are:

- ✓ Ensure you have a wired connection (access to ethernet hardware)

Plugging your computer directly into your modem will create a solid Internet connection to avoid problems associated with a Wi-Fi (wireless) connection. WiFi is highly susceptible to video/audio degradation and could even cause your connection to shut down completely. Plug an Ethernet cable from your modem or router to your laptop or desktop computer. If you must use wireless (ie. if your modem/router is too far away from your computer and you are forced to use wireless), then make sure of the following:

- Microwave appliances are turned off (they can interfere with WiFi)
- Others in the home are not watching movies, gaming or using a lot of bandwidth
- Consider going to a wired location such as an office or another residence
- Consider appointing a back-up person who can fill-in for you in the event your signal drops and does not come back on

- ✓ Your camera and microphone

If you are using a laptop, the webcam and microphone built into your laptop should suffice in terms of acceptable video and audio quality. However, in some cases, the tiny microphone on your laptop will pick up room noise making it more difficult for people to hear you.

Solution: Purchase (or borrow from OAgC) an inexpensive USB computer clip-on microphone. This will replace the built-in mic on your webcam and provide superior audio quality.

Solution for Desktop Users: If you are using a desktop computer, you will need to purchase (or borrow from OAgC) a USB external webcam. Please make sure your webcam is set to the full resolution. To borrow an OAgC USB webcam or clip-on microphone for your presentation, please contact Quinn Harder at 647-822-5109 or via email at ontarioagconference@gmail.com.

- ✓ Keep your smartphone away from computer speakers

Cell phones that are placed within 3 or 4 feet of computer speakers can cause static bursts each time you receive a text or someone is calling you. Move your phone to the other side of the room or turn your phone off.

- ✓ Tips for positioning and lighting

- Ensure you are in a quiet area with no distractions
- Lighting should be in front of you, not behind you. If your room is dark, place a lamp diagonally in front of you. Avoid strong lighting beside you, which will darken one side of your face.
- Be sure to center yourself on the screen. You can practice on your own by opening up a camera app on your computer to see yourself. On the day of the presentation, make certain that your camera is not being used by any other software program. Your camera can only be used by one software program at a time.
- Do not point your camera towards the ceiling. Your camera should be at eye level and be sure to leave room for hand gestures.
- Be aware of your background set-up (ie. uncluttered; remove any offensive items; not in front of a window; etc.). If possible, make sure your clothes don't match the background otherwise you may look washed out.

- ✓ Finally, make certain that on the day of the webcast, you are using the exact same computer, internet set-up in the same room that you tested on in advance.

MS PowerPoint Tips

To ensure your presentation goes smoothly, please adhere to the following guidelines when preparing your presentation:

- Only Microsoft PowerPoint (*.ppt or *.pptx) presentations will be accepted
- 16:9 widescreen format (not standard) for better resolution
- Clear and standard Microsoft font such as Arial
- Use simple pictures or graphics rather than text to explain complicated concepts or important data
- Font size at least 24 points with headings at least 36 points
- Avoid using all capitals
- When using bullets, aim for slides using the 6X6 rule: 6 bullets or less per slide, 6 words or less per bullet

- Ensure all media (audio/video) is embedded in the presentation file (for additional help with this, please work with Quinn or your Powerline Films representative)
- If you are a LIVE/IN-PERSON presenter, please bring your presentation on a USB flash drive so it can be uploaded to the session computer when you arrive at the conference. When you give us your presentation, let us know if it has any special elements, (ie. embedded video/audio), or if you require internet access during your presentation.

Presentation Guidelines

Whether presenting LIVE or in an ON DEMAND (pre-recorded) session, it can be tough to engage an audience for 50 minutes. Please keep in mind that presenting on a virtual platform is tougher and you'll need to be extra energized/animated to keep people interested.

There are lots of resources out there, and we've provided a link to some of them at the end of this section. However, the key issues are in the bullet points below.

- **Be ENERGIZED!** We know you love the topic! Let your passion shine through, it will keep people glued to your session.
- **INTERACT!** Nothing is worse than a talking head for 20 minutes, followed by another talking head for 20 minutes. Unless you are the only speaker, collaborate with co-presenters and interact between speakers during the session. Have some fun! But prepare ahead of time, so that you don't end up talking over one another.
- **LESS IS MORE!** Use minimal slides. Ask yourself "why is this slide in there"? If there isn't an excellent reason, take it out. One slide should be enough for 3-5 minutes of presentation time.
- **KEEP IT SIMPLE!** Do not use complicated slides. The audience will get lost. Know what the take home message is and focus on that. Keep the content on each slide to a minimum.
- **AUDIO MATTERS!** Nothing kills a presentation faster than not being able to hear the speaker clearly. For ON DEMAND speakers, we recommend a direct modem connection via Ethernet cable, using a microphone (we can help with this) and remember to speak clearly.
- **LET US SEE YOU!** Your facial expressions tell as much as your words. Don't distract us with the ceiling, the light behind you, or the cat walking across your desk. Your webcam should be at eye level and pick a spot with a solid wall (no light) behind you. It's important that audience members can see your face clearly.
- **Be PROFESSIONAL!** Don't chew gum, use foul language, or make inappropriate comments. Turn off your cell phone. Make sure there are no distractions. Also, have water available in case you get a "frog" in your throat.
- **TEST/PRACTICE!** Get your computer set, your audio connected, check out your smiling face and how you sound. Run through those few slides you have and throw out two more. When you say to yourself "dang, that looks good", then you are ready to record.
- **HAVE FUN!** If you are enjoying yourself presenting, chances are the audience will enjoy it too.

Check out the links below for tips on how to effectively engage an online audience. We encourage you to contact your OAgC speaker contacts if you have questions or want a second opinion—they will help you develop the best session possible. Give it your best shot, and again, THANK YOU so much for being part of our conference!

Webcam Etiquette – <https://live.webcastcanada.ca/media/webcam>

19 Video Presentation Tips to Help You Give a Great Presentation –

<https://www.greatspeech.co/video-presentations/>

SWAC Presentation “Six-Pack” - <https://www.youtube.com/watch?v=2zPYIngloDM>

Conference Workbook

What is the Conference Workbook?

All conference registrants receive electronic access to the Conference Workbook to use as a resource and to reference outlines of the various presentations being offered. We could not deliver this high-quality conference without the generous support of our sponsors! Please be aware that companies have chosen to sponsor individual sessions, and it would be most appreciated if we could include your presentation summaries on those session pages to demonstrate sponsor support.

What do I need to submit for the Workbook?

We ask all speakers to submit a **1 - 4 page summary** of your presentation for inclusion in our Conference Workbook (see the attached formatting guidelines included with this package).

Please e-mail an electronic copy of your presentation summary to kgladsto@uoguelph.ca by the deadline date of Thursday, December 8th, 2022. (NOTE: only a **summary** of your presentation is required for the workbook; it can take the form of up to 24 PowerPoint slides or it can be a typewritten (MS Word) summary--feel free to include pictures or graphs)! We respectfully ask you to remove any promotional material from your workbook summary. If you are unable to send in your summary by the deadline date, please notify Krista as soon as possible so that other arrangements can be made.

Complimentary ONLINE Registration

A complimentary ONLINE conference registration is included as part of your speaker registration. This includes access to the LIVE stage on January 4 & 5 and access to ON DEMAND sessions until March 31, 2023. We will need to have a valid email address on file for you to receive your registration link prior to the conference. An electronic copy of the conference program is also included in your speaker information package.

Session Format

What is the format of conference sessions?

All conference sessions are 50 minutes in length—both LIVE and ON DEMAND. When presenting jointly with other speakers, remember that the time allotment is for the total presentation.

For those speakers involved in a LIVE/LIVESTREAMED session, we want you to be aware that participants will be given the opportunity to ask questions via a chat box. Conference staff will monitor the chat box and field any questions to the moderator or lead speaker for that session.

For the LIVE/IN-PERSON sessions, there will be a chairperson who will introduce the speaker(s), enforce room capacities, field Q&As at the end of the session, monitor the strict time schedules and generally assist the speaker throughout his/her presentation. Session chairs will also notify speakers when time is running out. Audio visual assistance will be available throughout the program. Room setups will be theatre-style and include a screen, data projector, computer and VGA cable. Speakers will also be strongly encouraged to use the provided wireless/lavaliere microphones available in each presentation room.

All recorded sessions will be available online for 3 months following the conference. ON DEMAND viewers will be able to ask questions via email. These questions will be forwarded to the appropriate speakers along with the contact info of the participant so that a response can be given.

As referenced earlier, all conference sessions will have a producer/resource person to offer guidance and direction on how each session will be produced and delivered.

Speaker Code of Conduct

The Ontario Agricultural Conference is dedicated to providing a harassment-free experience for everyone, including speakers, sponsors, exhibitors, staff and registrants. We do not tolerate unacceptable behavior by anyone partaking in the conference or related events. “Unacceptable behaviors” include intimidating, harassing, abusive, discriminatory, derogatory or demeaning conduct. “Harassment” includes offensive verbal comments, harassing photography or recording, sustained disruption of talks or inappropriate physical contact. If you have any concerns or are subject to unacceptable behaviour, please contact an OAgC representative immediately.

Speakers must not incite or spread hatred, intolerance or violence. If a speaker is asked to stop any unacceptable behavior, that speaker is expected to comply immediately. If a speaker does not comply, he or she may be removed from the conference without compensation at the sole discretion of OAgC.

The intent of speaker presentations is to share technical content and information and should not be used as an advertising platform to promote/sell a particular product. We encourage you to help us create a positive conference environment for everyone, and ask you to be mindful of your surroundings and of your fellow speakers, sponsors, exhibitors, staff and participants. Please alert conference staff if you become aware of a dangerous situation or have any concerns.

LIVE/IN-PERSON SPEAKER INFORMATION

Travel Information

If you are flying or renting a car - please make your own travel arrangements and save all receipts for reimbursement later.

Where is OAgC?

In 2023, there will be 3 IN-PERSON locations for OAgC:

- i) RIDGETOWN - University of Guelph, Ridgetown Campus located at 120 Main Street East, Ridgetown, Ontario Canada
- ii) KEMPTVILLE – Urbandale Arts Centre, North Grenville Municipal Centre, 285 County Road 44, Kemptville, Ontario Canada
- iii) WATERLOO – Forbes Hall, RIM Park Manulife Sportsplex, 2001 University Ave. East, Waterloo, Ontario Canada

Ridgetown Campus is located in Southwestern Ontario approximately 115 kilometres east of the U.S.A./Canadian border. The closest major airport to Ridgetown is:

Detroit Metro Airport (DTW) located in Detroit, Michigan USA; from there, you can rent a car and drive the 1.5 hours / 150 km to Ridgetown, Ontario Canada

There is a Canada/USA border crossing at Detroit, Michigan/Windsor, Ontario; appropriate photo ID/proof of citizenship (passport/etc.) will need to be presented.

Please note, there are two smaller, regional airports located at Windsor International Airport (YQG) in Windsor, Ontario and London International Airport (YXU) in London, Ontario, as well.

Kemptville/North Grenville Municipal Centre is located in Eastern Ontario. The closest airport to Kemptville is in Ottawa, Ontario:

Ottawa International Airport (YOW) located at 1000 Airport Parkway Private, Ottawa, Ontario; from there, you can rent a car and drive approximately 40 minutes / 46 km to the Kemptville, Ontario location.

Waterloo/RIM Park Manulife Sportsplex is located in Midwestern Ontario. The closest major airport to Waterloo is in Toronto, Ontario:

Toronto Pearson International Airport (YYZ) located in Mississauga, Ontario Canada; from there, you can rent a car and drive approximately 1 hour / 96 km to Waterloo, Ontario.

Please note, there is a smaller, regional airport located at Region of Waterloo International Airport (YKF) in Breslau, Ontario, as well.

What travel expenses does OAgC cover?

For qualifying speakers traveling great distances, OAgC may cover travel to and from the airport to your residence (i.e. mileage or taxi fare), return flight, car rental, tolls, etc. Please keep copies of all receipts and submit them after the conference for reimbursement.

Accommodations and Meals

Where should I stay?

Ridgetown Presenters:

If you require overnight accommodations, a room will be reserved for you at our conference hotel, Retro Suites Hotel in Chatham, Ontario if you request it before December 2, 2022. This hotel is a half hour drive from Ridgetown Campus. If you request this option, directions to the hotel and other pertinent information will be sent to you prior to the conference.

Kemptville Presenters:

If you require overnight accommodations, a room will be reserved for you at the Sure Stay Hotel by Best Western in Kemptville, Ontario, if you request it before December 2, 2022. This hotel is approximately 5 minutes from North Grenville Municipal Centre. If you request this option, directions to the hotel and other pertinent information will be sent to you prior to the conference.

Waterloo Presenters:

If you require overnight accommodations, a room will be reserved for you at the Holiday Inn Express & Suites in Waterloo, Ontario, if you request it before December 2, 2022. This hotel is approximately 9 minutes from RIM Park Manulife Sportsplex. If you request this option, directions to the hotel and other pertinent information will be sent to you prior to the conference.

Please note that after December 2nd, you will be responsible for finding your own accommodations/booking your own hotel.

What meals are included with the Conference?

Lunch and refreshments will be provided for all speakers during the conference. If staying overnight during OAgC at the Ridgeway location, speakers are invited to attend complimentary speaker dinners in Chatham, Ontario as well as the Taste Ontario Sip n' Social wrap-up on January 4th.

Other meals en route to the conference will be covered by the conference to a maximum of \$10 for breakfast, \$15 for lunch and \$25 for dinner provided receipts are submitted along with the designated speaker expense form.

Claiming Speaker Expenses

How do I claim any speaker expenses?

For those speakers who will be submitting expenses or have requested/arranged a speaker fee, an expense form will be emailed to you. We ask you to complete and return this form (along with all applicable receipts) to Krista Gladstone at kgladsto@uoguelph.ca before Friday, January 27th, 2023!

Participation in TEC Talk Tuesdays

The OAgC Program Committee is currently in the process of organizing a number of post-conference "TEC Talk Tuesdays" open forum sessions which will run from 7:27 – 8:57 p.m. every Tuesday evening starting on January 10th through February 21st.

These sessions will be designed around specialized field crop topics and will be offered as part of the registration package. Based on speakers' areas of expertise, you may be asked to participate in one of these forums. Please stay tuned for further details!

Once again, we want to thank-you for agreeing to be a presenter at the ONTARIO Agricultural CONFERENCE. Under the theme of "Embracing Change", we are excited to offer this incredible lineup of speakers and provide conference registrants with a wide variety of interactive, thought-provoking, informative sessions. Let's work together to put on a conference that we can all be proud of!

If you have any questions or concerns, please contact:

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