

May 7, 2012

The Speaker process for Accounting Day is as follows: You determine your Topic Title, Narrative, Outline, etc. now as Preliminary and submit to the Accounting Day Committee. Upon approval and acceptance, your topic will be added to the event webpage as tentative topic. Upon completion, submit the entire form again as Final. Upon acceptance, your speaking slot is finalized. You will be assigned a committee member for follow up, to answer any questions and to be your general liaison.

How to submit:

- Email as an attachment to your committee member contact or as instructed.
- If no committee member has been assigned, email to: speakers@AccountingDay.org

Summary:

- Submit *preliminary* information today to hold your speaking slot (subject to committee approval)
- Submitting all information (*final*) confirms and guarantee you and your topic

The fields in this form have no length limitation and data can be pasted into the fields.

Speaker Information

Preliminary (a sample is attached)
 (If preliminary, **Bolded** items are the minimum submission)

Final
 Entire form must be completed

1.) Name:

The name you want in the promotional materials - Jim vs. James, Jr. etc.

Designation(s) PhD, CPA, CMA, etc.

Company:

Address:

If more than one speaker or a panel, copy this form as needed.

City, State, Zip

Phone (office):

Phone (cell):

Phone (other):

Preference: Office

Cell

Other

Web Site:

eMail address:

Photo: to be emailed (low res)

2.) Speaker Bio (marketing and evidence of qualifications as a presenter)

See attached

Check if providing in a separate document

Topic

- 3.) **Topic Title:** See attached
Subtopic (optional)
(visit the History Link on the website to see examples)
- 6.) **Provide a narrative / description of the session for the promotional material.** See attached
You are encouraged to write this in such a way to market the session (we may edit for consistency or length).
- 4.) **Learning Objectives:** See attached
(visit the History Link on the website to see examples)
- 5.) **Topic Outline (this must be more than a restatement of the objectives)** See attached
(If preliminary, 3-5 bullets will suffice)
- 7.) **Speaker Topic and Bio "three liner".** See attached
An approximate three line version of your topic and bio.
This this what will be in the day-of-event program and "sells" attendees on which session to attend.
(visit the History Link - Brochure Link on the website to see examples)

8.) **What category best fits your session:**

Accounting and Auditing (A&A)	Technical	Other:
Fraud	Professional Development	

9.) **Length of presentation (based on 50 minute hour)**

1 hr 1.5 hr (80 minutes) 2 hr (100 minutes) 3 hr (track 4)

Length must work for the overall program and time slot availability. Any non 1 hr sessions are contingent upon the other tracks having a topic with the same length and will need committee approval.

10.) **Level of Knowledge:**

Beginning	Advanced
Intermediate	None

11.) **Presentation method:**

Lecture/Discussion/Presentation	Panel
Case Study	Other

12.) **What audio/visual (AV) equipment do you require in addition to what we provide?**

The following is provided in all breakout rooms:

Podium, podium mic, lapel mic, laptop, projector, screen, projector control from podium, wireless remote

Sound	Internet access	Wireless remote	Other
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Day of Event Requests will not be honored

13.) **Will you be bringing your own laptop?** Yes No

If No, you must bring your presentation to the event on flash drive

14.) **You must forward your presentation / handout to the committee by the date provided to you.**

This will be posted to your speaker / topic web page on the Accounting Day website. You can update this as often as needed. You will also bring your presentation to Accounting Day on a flash drive or your laptop. This ensures that you have the most current version (allowing you make last minute changes.) It is your responsibility to bring your (finalized) presentation with you to Accounting Day.

15.) **Speaker's photo**

Low resolution for the web (Optional but strongly recommended)

16.) **Speaker's or Speaker's Company Logo**

Low resolution for the web

17.) **Additional Information / Questions / Comments**

Accounting Day Theme

Please note the theme for this year's Accounting Day (visit the website). You are strongly encouraged to incorporate this theme into your presentation in one form or another. This is not required, however, it adds a sense of collaborative effect for May incorporate the theme into the topic title or it can be as simple as a mention or two in the presentation itself.

Why These Procedures?

We have a preliminary list of speakers and topics for this year's Accounting Day. Additionally prospective speakers contact us. We have to ensure that we don't have topic overlap as soon as possible in the planning process. We also need to know that the speaker is committed to the topic and to the event. Do these procedures lock you in to a topic? No, you can revise your input at any time. You can even totally change your topic, timeline permitting.

Quick Summary - Preliminary Version

- The first step is for you determine your topic
 - You've had something on your mind so this is not a big step*
- Jot down 3-5 bullet points about the topic
 - This is the starting point for your outline*
- Prepare a short narrative about the topic. Think of this as the marketing version of your presentation objectives. This also let's us know a bit about the topic from your point of view.
 - Learning objectives can sometimes be boring and necessarily the best to get someone excited about the topic*
- That's it....oh yeah, we need your name and contact info
- Submit the proposal to Accounting Day. We need to review it to ensure the topic fits in our program, it's not already on the agenda, and so on. Most likely you've been in contact with a committee member so this step may be moot.
- Submit to your committee member contact via email or email to speakers@AccountingDay.org
- We post the topic to the website.

Submit the final version upon completion of your presentation by the due date.

Thank You

The committee and the attendees wish to thank you for your support and commitment to Accounting Day. This event would not be possible without it.

Sample of your Topic Proposal (the preliminary submission)

This what we need for your intitial speaker proposal, the Preliminary Submission.
It's best to submit it with the form on the previous pages however, typing in Word or submit an existing topic is acceptable. This example, shows the minimum info needed for the preliminary submission.

Topic Title	Category	Length
Big GAAP - Little GAAP <i>Are we heading for two accounting standards? Or maybe three?</i>	A&A	1 hour

Speaker Name and Credentials
John Goodspeaker, CPA, MBA

Narrative:

This session will review many of the issues in today's financial reporting and the complexities that some believe has questionable value. Are you a private company, thinking BIG GAAP doesn't apply to you. Will the company be sold in the near future? Do you have debt that will cause Big GAAP accounting? This session will clarify the Big GAAP Little GAAP discussions and point out the opportunities for you to enhance your career.

Outline:

- Big GAAP-Little GAAP - Hype or reality?
- Where is the line drawn?
- Has Big GAAP gone too far?
- What ever happened to management reports?
- Career opportunities

Name John Goodspeaker
email Jgoodspeaker@bigfirm.com
Phone 858-555-4568

Note:

This is a sample topic / speaker proposal (the preliminary submission). This will be expanded for your full submission to also include Topic Objects, your Bio and other important information.

Visit the Accounting Day website, **History Link**, then Program Link Then click on a few programs to see what the final product will look like

www.AccountingDay.org