



Speaker Guidelines for 2020 Nonprofit Finance and Sustainability Conference



Thank you for submitting a proposal for our 2020 Nonprofit Finance and Sustainability Conference coming to the Earle Brown Heritage Center in Brooklyn Center on April 14, 2020!

Your proposal has been tentatively accepted to be included in the conference, pending your agreement to edit the description, content and/or presenter line-up, if necessary.

We will finalize the conference program by February 15, 2020. At that time we will notify you of your workshop slot. Until that time, we ask you to be available for presenting at any time during the conference, 8:00 a.m. – 4:30 p.m. on Tuesday, April 14. Sessions will vary between 60 minutes and 75 minutes each.

Attendees are searching for high-level, engaging, and thought-provoking content in an energetic and engaging environment. We selected your workshop with the promise that you'll prepare a dynamic session that engages the audience in thoughtful conversation and a stimulating exchange of ideas.

Your Audience

Conference attendees will include a range of nonprofit leaders, staff, board members and volunteers.

Because of the statewide nature of the conference, we expect that attendees will represent large and small organizations from the Twin Cities and from Greater Minnesota. Please consider your message's pertinence to individuals in very small organizations in rural areas as well as very large organizations in urban areas – and the ways these differences play out in funding, staffing and programming.

Overall, attendees will bring a vast range of expertise and experience. Please plan to tap that resource of knowledge through your workshop by engaging the audience in questions and group activities. If you're uncertain about attendee experience, it may be useful to provide a quick "beginner level" introduction followed by deeper "advanced knowledge" that will challenge attendees to learn new information.

Please work to ensure all sessions (even "beginner level" workshops) address the complicated topics that experienced staff need to know.

Workshop Facilitator Expectations

Please note that all accepted workshop facilitators/presenters are expected to agree to all of the following items:

- Meet ALL posted dates and deadlines noted below.
- Make any requested edits to the workshop description, content and/or speaker line-up.
- Plan and present a session that meets [Universal Design Principles](#).
- During the session itself, stand up when speaking (unless it's a panel presentation).

- Allow for [well-planned interaction](#) among the attendees.
- Use the microphone when speaking.
- Repeat all attendee questions asked into the microphone.
- Limit formal speaking to 3 individuals; MCN will not list more than 3 speakers per session (exceptions may be made for panels seeking diverse viewpoints in which case we may allow 4 speakers to be listed).
- If you're hosting a panel, please read this short [blog about effective moderators](#).
- If you are consultant or a business leader that sells services/products to nonprofits, please co-present your session with a nonprofit leader. It is important to have both perspectives. The nonprofit leader should *not* be speaking as a "testimonial" to your good work.
- The best sessions are those where presenters freely share their expertise and do not promote a transactional relationship. If your session is strong, attendees may seek you out as a resource in the future. Presentations cannot be sales pitches for products or services. The workshop should stand on its own as a complete learning opportunity.
- Presenters may not sell books/items/services anytime during the conference. Presenters may not require attendees to sign-in to the session. And presenters may not limit attendance below the seating capacity for the assigned room.
- Presenters may not distribute alcohol to attendees.
- We encourage presenters to publicize their involvement in the conference and recruit workshop attendees *before the start of the conference* through email marketing, social media or other means.
- Names of speakers will be listed at the end of each workshop description and a bio will be included separately within the conference program. The 150-word workshop description will not restate the presenter's name or bio.
- Understand that we take our session evaluations very seriously. We ask participants to rate the session and the facilitators on a 1-5 scale (1=extremely dissatisfied/5=extremely satisfied). The goal is for all facilitators to receive a 4.0 or higher.

As we always aim to offer exceptional learning opportunities with knowledgeable and skilled facilitators please note that we reserve the right to make adjustments to any session that does not meet these expectations.

Registration and Travel Info

MCN will register no more than 3 presenters/facilitators per session based on the names provided in your proposal. These individuals will be registered for the full conference at no cost. We hope that presenters will take advantage of this great opportunity to attend the full conference and to interact with other attendees over the course of the conference. (In limited cases, MCN may register 4 presenters for panels seeking diverse viewpoints. Talk with Sondra Reis if this is your situation.) MCN will not handle any travel logistics and will not be able to pay for any honorarium, speaking fees, mileage or lodging expenses for workshop presenters.

Creating a Welcoming and Inclusive Space

The Minnesota Council of Nonprofits is committed to creating a welcoming conference for all, free from bias, discrimination or harassment. We encourage all presenters to carefully review their presentations to ensure they are sensitive and responsive to the diversity of perspectives and participants at the

conference. This includes, but is not limited to, examples, stories, tone, jokes, case studies, visuals, photography, videos, and pronouns. Think about all the messages you are conveying in your presentation, both intended and unintended, and help us create a space where all feel welcome.

Workshop Deadlines

As soon as possible but no later than Friday, January 3, 2020, please send to Sondra Reis at sreis@minnesotanonprofits.org:

1. A note stating your agreement that you are still available to join us on April 14.
2. Your final workshop title (maximum 8 words) and description (150 words), if you have edits.
3. The names, professional titles, organizational affiliations and email addresses of all workshop speakers. MCN will not add additional presenters to your session description beyond this date.

As soon as possible but no later than Friday, January 10, 2020, please send to Shannon McCarville at smccarville@minnesotanonprofits.org:

- A 130-word biography for each confirmed presenter.
- A high resolution head shot for each confirmed presenter.
- Your A/V requirements. There will be an LCD projector & screen and microphone(s) automatically provided in each room. You are responsible for bringing your own laptop, VGA converter cable (i.e., if your computer has DVI or Thunderbolt connections) and remote (if you want to use one) for the presentation. Please let us know if you need any of the following:
 - Flip charts and markers (maximum 2 flipcharts per session)
 - Sound for presentations (audio cable) which you will need if you plan to use an audio (MP3) or video (MP4) file.

By Friday, April 3, 2020 please send to Shannon McCarville at smccarville@minnesotanonprofits.org:

- Your final electronic PowerPoint presentation and/or any materials that you would like attendees to access online. We will post session presentations and additional materials on the conference website before the conference starts for participants to download or view on their wireless devices. MCN will not print paper copies for breakout sessions.

At the Earle Brown Heritage Center in Brooklyn Center on Tuesday, April 14, 2020:

- The conference will take place at the Saint Paul RiverCentre, 6155 Earle Brown Dr, Brooklyn Center, MN 55430. Please arrive early to ensure you have plenty of time to park, check-in and get to your breakout room (stay tuned for details about possible parking restrictions). Registration will be on the upper floor in the main foyer.
- Please come ready to share your wisdom, learn from the conference attendees and network with all of your nonprofit allies. Please arrive in your room 30 minutes ahead of time.
- Each room will have a volunteer Session Assistant, ready to support you, as possible. Please tap the Session Assistant for your needs such as distributing materials, helping attendees find seats, finding someone to adjust the temperature, etc. The Session Assistant will not introduce you, but they will support you so that you can focus on your role as a speaker.

- As you put the final touches on your presentation, please consider:
 - Are you presenting what is written in the session description?
 - Are you prepared to address audience questions that might get you sidetracked because the questions are too basic or off topic?
 - Have you limited your presentation to make sure you have plenty of time for an audience activity and/or Q&A?
- Do you have your laptop, PowerPoint, remote clicker (if you want to use one) and any handouts that you might need for your session? If you'll use a MAC or a computer that lacks a VGA port (see image, below), you are responsible for bringing your own VGA converter cable (i.e., if your computer has DVI or Thunderbolt connections).
- If you have materials, please plan for 100+ attendees. Session sizes will vary from 25 to over 100, depending on the level of interest in your topic.
- Smile! We've selected you for this session because we know that you have valuable information to share with nonprofit leaders from around the country.

Thanks so much for planning to join us in Brooklyn Center on April 14!

Sincerely,

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This is what a laptop's VGA port looks like. If you don't have one, you'll need to bring your own converter cable for any PowerPoint presentation.