



## ABOUT KEY

Key is the global public sector leadership program of choice, as it challenges good managers to become extraordinary leaders who become lifelong learners and build an environment of organizational success. Home to the **3rd** nationally ranked Executive MPA program and leadership certificate programs, Key's alumni leave as leaders who exhibit passion for improving public service, act with integrity and authenticity, become a force for personal and organizational change, and empower others to action and excel.

## ABOUT THE KEY EXECUTIVE LEADERSHIP CONFERENCE

The Annual Key Executive Leadership Conference brings together public servants from across the country for a day of immersive learning, professional development, reflection and exploration. This event provides participants with the opportunity to delve into industry trends, leadership practices, new and emerging perspectives on leadership and enhance professional skills. Featuring concurrent sessions, plenary speakers, workshops and networking, the Key Conference has spurred nearly 2,000 public servants to become exemplars of excellence in leadership and service since it began in 2010.

This year's theme: *Future of Excellence: Service, Leadership, and the Federal Executive*

## BENEFITS TO PRESENTING

- Exposure to the Key community of over 5,000 alumni and students.
- Presenters will be highlighted on social media and the Key website.
- Presenters will have the opportunity to network with attendees who range from aspiring leaders to senior executives in the public and private sectors.
- Presenters can bring promotional material to distribute and display for all conference attendees at the presenter exhibit tables.

## AT-A-GLANCE

- 2,000+ public servants attended in the past 10 years
- Exposure to the Key community of over 5,000 alumni and students
- 3rd nationally ranked Executive MPA program and leadership certificate programs

## DATES TO REMEMBER

**RFP Submission Deadline:** January 3, 2020

**Title & Abstract (final edits):** January 31, 2020

**Presentation Files Deadline:** May 8, 2020

**Conference Date:** May 26, 2020





## BREAKOUT SESSION GUIDELINES

### CONTENT AND FORMATTING

The following guidelines are based on feedback from past conference attendees.

Session Lengths: 60, 75 minutes | Workshop Length: 120 minutes (with brief intermission)

#### CONTENT

- Discuss the material described in your title and abstract.
- Briefly introduce yourself. All attendees will have access to your full bio online and in the conference brochure.
- Clearly outline key takeaways and tools for practical application to maximize impact for attendees.
- Present real-world examples: brief case studies, data-driven results, insightful storytelling, or best practices to drive home the key message(s) of your session.
- Design your session to align with our target audience specified in your RFP application while keeping in mind the diverse backgrounds and experience levels that may be present in your session.
- Remember to practice beforehand and try to leave time for Q&A after your session.

#### FORMATTING (PRESENTATION FILE)

- Fewer slides for shorter sessions.
- Use minimal text when appropriate and use relevant visuals to aid your message.
- Do not include more than one table or chart per slide. Visual information should be able to be absorbed and understood within 30 seconds.
- American University is proud to be a leader in sustainability. Speakers are responsible for printing handouts if physical copies are part of the presentation. If you would like to ship your handouts to the venue, please let the Key team contact know and we'll connect you with the hotel vendor. Speakers are responsible for shipping charges.
- Presentation files should be submitted in both PDF and PPTX files. The PPTX file will be used as the presentation during the conference session. The PDF file will be shared electronically with all conference attendees.
- Videos must be embedded into presentation files. This will maximize your time and bypass any possible technical issues related to Wi-Fi connections. See next page for more instructions.





## SESSION TYPES

What type of sessions will be featured?

### FACILITATED DISCUSSION

A dynamic forum designed for active audience participation.

A facilitated discussion differs from a panel session in that presenters briefly introduce a subject or topic then actively engage the audience in a lively and emerging exchange of thoughts, ideas, strategies, and perspectives.

### EXPERIENTIAL

An interactive session featuring exploration and manipulation of technology, materials, and/or resources.

Hands-on sessions encourage audience participation and engagement with concepts, ideas, role plays, and implementation strategies to better understand and develop practical application of session content.

### PANEL

An interactive session featuring several presenters who share ideas, viewpoints, and experiences on key topics and issues.

Panel sessions are designed to cultivate increased understanding and advance knowledge on a particular subject through the sharing of different perspectives. Questions and comments from the audience are welcome.

### WORKSHOP

A longer session (120 minutes and an intermission) featuring a balance of facilitated discussion and experiential sessions, where attendees learn and practice new methods, skills or techniques to expand their professional toolbox.

Sessions should leave attendees with an immediate skill they can apply in the workplace.





## HOW TO EMBED A VIDEO IN A POWERPOINT FILE

### If you have your own video file (recommended)

- Open the slide you want to put the video on
- Select insert on the main toolbar
- Click the dropdown arrow under Media (do not select insert media - it requires extra software)
- Click the dropdown arrow under video
- Select Video On My PC
- Find the video file from your computer
- Once the file is embedded, be sure to review the current settings. Depending on your presentation and style, you can choose the have the video start to play in a click sequence, as soon as the slide is shown or by clicking the play button. To change this setting:
  - o Right click on the video in the slide
  - o Click Start on the menu
  - o Select the best option for you!

### If you do not have your own video file (URL only)

- Open the slide you want to put the video on
- Select insert on the main toolbar
- Click the dropdown arrow under Media (do not select insert media - it requires extra software)
- Click the dropdown arrow under video
- Select Online Video
- Paste the URL in the popup that appears in the middle of the screen
- Once the file is embedded, be sure to review the current settings. Depending on your presentation and style, you can choose the have the video start to play in a click sequence, as soon as the slide is shown or by clicking the play button. To change this setting:
  - o Right click on the video in the slide
  - o Click Start on the menu
  - o Select the best option for you!

**Be sure to test your video file in presentation mode!**





## ABOUT THE VENUE

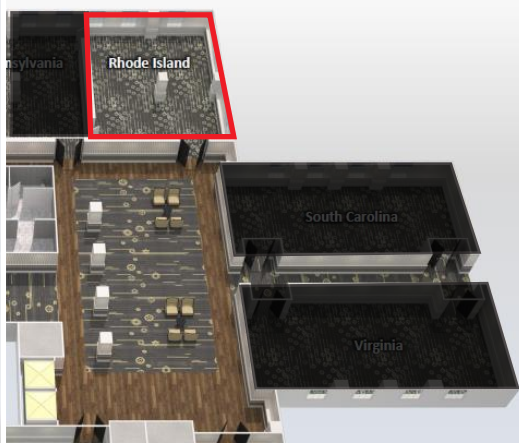
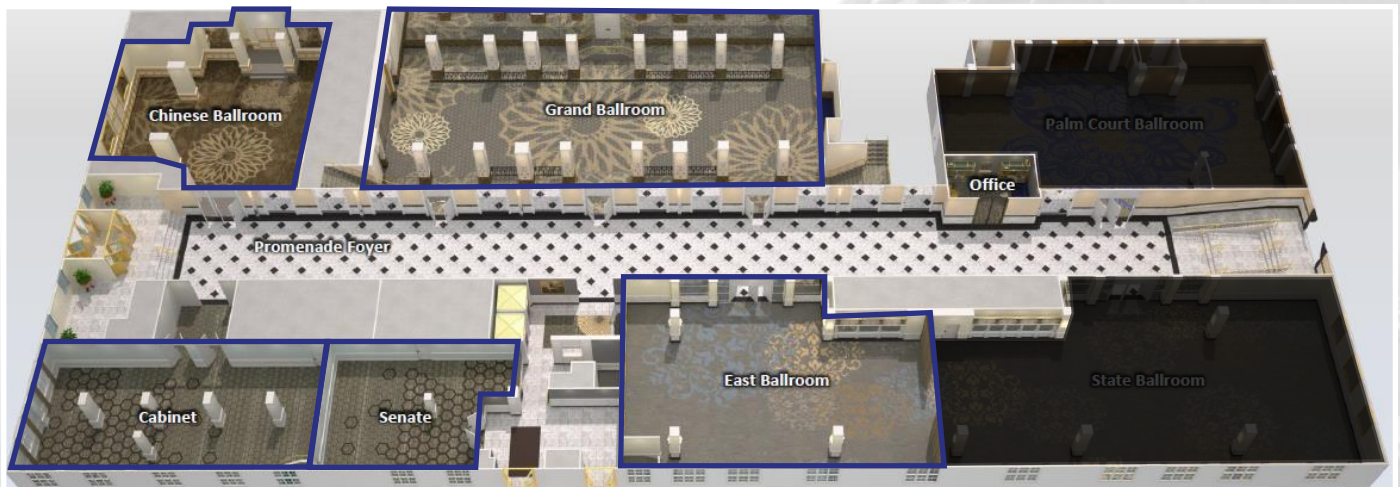
The Mayflower Hotel, part of The Autograph Collection, is a capital classic, a landmark hotel that brings timeless elegance, integrity and contemporary style to its role as a vibrant social hub - a Washington, D.C. original since 1925. Exactly like nothing else, The Mayflower Hotel in the collection has been selected for its quality, bold originality, rich character and uncommon details.

## VENUE LOGISTICS AND INFORMATION

### ROOM SET-UP

- Option of theater, rounds, and classroom
- SUPPLIES PROVIDED: Water, laptop, pens and pads for participants

## VENUE MAP



- Session locations (first level)
- Speaker's lounge/green room (second level)

### Venue address:

1127 Connecticut Ave NW, Washington, D.C. 20036





## PREP ON-SITE & SPEAKER REGISTRATION

The Key Team will provide speakers with a complimentary conference registration. Speakers will receive a confirmation of registration by email.

All speakers must visit the registration desk at the start of the conference to pick up their name badge and will be escorted to their session location.

## OPPORTUNITY FOR SPEAKER EXPOSURE ONLINE & ONSITE

Presenters can bring promotional materials, either for themselves or their organizations, for display on speaker exhibit table.

Presenters will be featured on Key conference outreach campaigns, including social media content and mailings.

## KEY TEAM CONTACT

For conference updates and general inquiries, contact:

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## STAY CONNECTED AND PROMOTE YOUR ATTENDANCE

Visit our website at [key.american.edu](http://key.american.edu)

**LinkedIn:** keyexecutiveleadershipprograms

**Twitter:** @AUKeyPrograms

Tweet with the hashtag #KeyLeadershipConference2020 #FutureOfExcellence

