



SLA 2021 ANNUAL CONFERENCE

PLANNING GUIDE

Wednesday, August 4 – Friday, August 13
(Will be held virtually)

“Destination Everywhere”

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ABOUT THE SLA 2021 ANNUAL CONFERENCE

The conference will be held on a virtual event platform that will support education sessions, events, an exhibit hall, posters, speaker information, a searchable agenda, interactive discussion and networking features, and more. SLA will also hold continuing education courses in conjunction with the conference.

PURPOSE OF THIS PLANNING GUIDE

The SLA 2021 Annual Conference Planning Guide has been prepared to assist community conference program planners, as well as individual proposal submitters, with developing their education sessions and events for the SLA 2021 Annual Conference. We have included key information relevant to planning and execution of these components. The Annual Conference Advisory Council (ACAC) and SLA staff welcome your suggestions for content and improvements.

While a great deal of information is included in the Planners Guide, we will continue to provide updated instructions, information, resources and more, that are key to session and event planning. Please be sure to closely monitor SLA Connect for these updates and notifications and share all relevant details with others as needed. Should there be any changes to your community conference planning volunteers, be sure to notify the SLA staff at learning@sla.org.

ROLE OF SLA COMMUNITY CONFERENCE PLANNERS

Thank you for participating in the planning of the SLA 2021 Annual Conference. Your contributions to this premier industry event will help make it a valuable learning opportunity for attendees from across the globe. We hope the information in the 2021 Planners Guide makes your planning experience successful and rewarding.

The Planners Guide provides guidance and assistance in developing programming and unit meetings and events. **The objective of every planner should be to provide conference attendees with valuable and practical information, skills, and knowledge** through the development of education sessions, continuing education classes, and networking events. Education content, which should focus on advances in the information profession, contributes to the professional development of attendees and to the success of their organizations.

We encourage planners to work together with planners from other communities to create programs that address the common concerns and information needs of SLA members across disciplines and settings. Collaboration increases the efficiency of program development, logistics, and cross-promotion. It also creates opportunities, through the content presented during program sessions, for members to understand how their work connects them to other information professionals in ways they may not have previously considered.

SLA 2021 ANNUAL CONFERENCE ADVISORY COUNCIL (ACAC)

Council Members	E-mail
Tiffany Lopez - Chair	tlopez@smithlaw.com
Linda Andrews	landrews@collin.edu
Tina Franks	franks.157@osu.edu
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Nathan Rosen	nathan.rosen@rcn.com
Diana Schapiro – Staff Liaison	dschapiro@sla.org

SLA KEY CONFERENCE STAFF

SLA Conference Staff Members	E-mail
Diana Schapiro, Director of Learning and Success	dschapiro@sla.org

COMMUNITY PLANNERS' RESPONSIBILITIES:

- Utilize the ACAC and the Professional Development Advisory Council (PDAC) if you have any questions or concerns throughout the planning process.
- Create and develop education programming including education sessions and continuing education courses of interest to your community members as well as other conference attendees. Collaborate with other planners to co-host sessions that will appeal to a broad audience of conference attendees.
- Incorporate topic suggestions put forward by membership.
- Submit complete proposals to the review platform to be evaluated for selection.
- Create special events, meetings, tours and dinners. SLA will help plan the logistics of the events.
- Communicate with presenters and moderators regularly with necessary information.
- Monitor the SLA Connect Conference Planners community regularly for important planning information and share with others as appropriate.
- Update SLA staff on community events/programming details and adhere to deadlines.
- Market education sessions and special events to your community.
- Advise SLA staff of any changes in those planning and working on the unit events.
- It is highly recommended that planners work with a co-planner from the unit to share planning responsibilities and provide for a smooth transition from year to year. We recommend co-planners serve two years, with new co-planners starting alternate years.
- Please be mindful of the deadlines SLA puts into place. The planning deadlines are set to ensure seamless planning of logistics for the Annual Conference. SLA aims to give planners ample notice and detailed information in advance to simplify the planning process and ensure deadlines can be met.

SLA 2021 Annual Conference Planners Community on SLA Connect

Community planners are expected to use the Connect community, 2021 Annual Conference Planners, to connect with fellow planners and exchange information and ideas. All planners will be added to the Connect community. Those interested in submitting an individual proposal are encouraged to join as well.

Important reference information will be housed in the Connect community library, so be sure to review these documents. When a new document is posted, you will receive a notification.

This platform will also be used to post critical and timely information for planners, so be sure your settings allow you to receive notification of postings in real time or in a daily digest. If you need assistance with this, please contact learning@sla.org.

2021 Annual Conference Key Planning Dates

Color key: Blue = community events, Green = posters, Red=important submissions dates

December - January	Planners, ACAC liaisons and individual proposal writers: prepare educational session details for submission
December 2020	Solicit session topic suggestions from members
December 2020	Collect 2021 Planner contact info and open SLA Connect community
December 2020	2021 Planners Guidelines Posted
December 2020	Webinar recording: "Creating a Successful Submission"
Early January 2021	Submission website opens for education sessions and CE courses
January 14, 2021	Webinar: Q&A for Planners and Individual Proposers
February 15, 2021	Submission site closes for education sessions, CE courses
February 18, 2021	ACAC receives review assignments & PDAC receives CE review assignments
Mid February 2021	Proposals posted for membership to review
Mid February 2021	Outreach to communities with community events process and guidelines for 2021
February 26, 2021	PDAC Review Meeting
March 1, 2021	ACAC Member Reviews Due
First week of March	ACAC Review Meetings
Mid March	Post timeline, submission link, and guidelines for poster submissions
March 17, 2021	Communities and Individuals notified of selection decisions
April 1, 2021	Community events confirmed by communities
April 1, 2021	Title and description edits due
Mid April 2021	Titles and descriptions posted on website
Mid April 2021	Planners webinar to review next steps
Mid April 2021	Education schedule out to planners
Mid April 2021	Community events schedule out to planners
April 26, 2021	Poster submission deadline
May 3, 2021	Poster committee receives review assignments
Early May 2021	Full schedule including community events posted

May 10, 2021	Speakers confirmed by planners
Week of May 17	Poster committee review meetings
Mid May 2021	SLA communication to speakers with timeline, guidelines, deadlines for bio, headshot, speaker agreement
Late May 2021	Notifications to poster submitters
Late May 2021	Speaker training webinar
June 1 – July 12, 2021	Speaker recordings
Early June	Deadline for speaker bios, headshots, speaker agreement
July 19-30, 2021	Planning calls with planners for community events
July 19-20, 2021	Poster presenters set up booths
July 19-20, 2021	Rehearsals for live events, general sessions, and education sessions

Please note that additional dates will be added to this document and shared with planners during the process and some dates may change. Notification of deadlines, etc. will also be shared in the SLA Connect community.

Contact learning@sla.org with any questions.

SUBMISSION PROCESS

SURVEY MONKEY APPLY SUBMISSION PORTAL

All conference submissions will be made through Survey Monkey Apply (formerly FluidReview), an on-line submission portal. Detailed instructions on how to use the submission platform will be provided when the call for submissions goes out.

We strongly recommend all community submissions be done by the primary unit planner only. This is so SLA staff can track the submissions and be sure that all the submissions are from, and approved by, the community.

The Survey Monkey Apply site is to be used for all education session submissions and CE courses, with designated forms used for each submission type. This will be clearly defined in the submission instructions. Community events/meetings and poster submissions will be managed through regular Survey Monkey or Google Docs.

- Education Sessions – Survey Monkey Apply
- CE Courses – Survey Monkey Apply
- Community Events and Meetings – Regular Survey Monkey or Google Docs
- Posters – Regular Survey Monkey

EDUCATION SESSIONS

Educational Sessions should convey strong content that is practical, actionable, and engaging through:

- Good titles
- Engaging descriptions
- Knowledgeable speakers
- Identification of Levels
- Alignment with the [SLA Competencies](#)

CORE COMPETENCIES

Education sessions should relate to the [SLA Competencies](#), approved by the SLA Board of Directors in April 2016. Submitters should check off the Competencies relevant to your submission, using the list below. The competencies selected should reflect how your session will enhance or develop skills in one or more of these areas.

- Information Ethics
- Organization
- Resources
- Retrieval and Analysis
- Services
- Systems and Technology

CONTENT LEVEL

Education sessions are categorized as Fundamental, Intermediate or Master Class (Advanced) for content. Please be sure to give careful consideration to this.

- **Fundamental:** Designed for people who are new to the topic or have only a basic understanding; Objective is to LEARN
- **Intermediate:** Designed for people who have a basic understanding of the topic, are middle managers, or have at least one year's worth of experience with implementation or ideas for improvement on an existing project, but who want to bring their skills to the next level; Objective is to learn how to DO
- **Master Class (Advanced):** Designed for people who have been working with the topic for several years, are responsible for management level of the topic, or have implemented successful solutions but want to know what's coming or how they could take advantage of advanced skills; Objective is to learn how to DIRECT (and can also include advanced technical skills).

FORMATS and LENGTHS

- **Pre-recorded presentation** (on-demand or mock live, 5-60 min presentations)
- **Live presentation with live Q&A** (speakers answer chat questions on camera, no breakouts, 30, 45, or 60 min)
- **Interactive Session** (includes presentation plus breakout discussions, exercises, etc, 45, 60, or 90 min)

NUMBER OF SPEAKERS PER SESSION

- Sessions that are 5 or 15 minutes long may have only one presenter.
- Sessions that are 30 minutes long or more can have up to five presenters (including a moderator)
- There are no presenter limits for sessions where presenters do not receive the discounted presenter registration rates such as vendor updates.

SCHEDULING SESSIONS

- SLA will make our best efforts to avoid scheduling conflicts for sessions from the same division but they may occasionally occur.
- There are a limited number of live time slots available. If more live sessions are accepted than can fit into the schedule, session planners may be asked to adjust some sessions to a pre-recorded format.

DIVERSITY, EQUITY, AND INCLUSION CONSIDERATIONS

Speakers of diverse perspectives and backgrounds make for better education sessions. A wide variety of voices and perspectives challenge the audience to think differently about the topic. This variety generates far more dynamic and engaging discussions and better represents the diversity of the audience. Planners should make creating a diverse panel a primary factor in selecting speakers for sessions. For additional guidance, please see [Guidelines and Tips for Promoting Diverse Speakers and Panels](#), a document created by SLA's Diversity, Inclusion, Equity, and Community (DICE) Community.

SPEAKERS

Speakers, Instructors and Moderators will hereby be referred to as "Presenters."

There will be two Presenter registration options:

- 1) Reduced conference registration for full access to conference activities and events - \$149
- 2) Walk & Talk registration which allows the presenter to attend **only** the session at which they are speaking – No Cost

Note: All presenters MUST register even if they are attending only their session. SLA will contact presenters directly with registration information and the Speaker Agreement Form referenced below.

Presenters must provide the following items in June.

- Signed Presenter Agreement
- Headshot photo
- Bio (100 words max)

Presenters will be asked to provide their presentation slides to SLA ahead of the conference so they may be shared with attendees, but this is not required.

To be eligible for the Presenter Registration rate

Moderators are considered official presenters if they are moderating a panel. Those who introduce a single speaker or who are not actively involved in the full session are not considered moderators and will not receive the Presenter registration rate.

Presenters must be confirmed by session planners by **May 10, 2021**.

A maximum number of speakers is set for each education session time frame. This is also the maximum number who can receive the speaker registration rate.

There is a place to add additional comments in the submission form to explain and accommodate special requests. Please use this opportunity!

All presenters are requested to:

- Use the SLA 2021 Annual Conference power point template for their slide presentations. Use of the conference template helps ensure a consistent brand for the conference experience and avoids the appearance of overt selling and promotion by presenters. While using the template is not mandatory, we encourage its use.
- If providing a pre-recorded session, presenters **must** ensure that captions are visible in the recording. This can be done using the built-in subtitles feature in [Power Point](#) or [Google Slides](#).

Presenter Honoraria

SLA Communities may request presenter payments/honoraria for education sessions or CE courses. Approval will be based on reasonableness and what a community has paid for speakers in recent years. **These must be submitted to SLA through the [expense request form](#) by July 1.** SLA will evaluate and approve requests by August 1 and issue payments following the

conference. Speaker payment requests submitted after the conference may not be approved for payment. Individual proposal submitters are not eligible to receive presenter honoraria from SLA.

CONTINUING EDUCATION COURSES

Continuing Education (CE) course proposals should be submitted through Survey Monkey Apply. Proposals are reviewed for selection by the SLA Professional Development Advisory Council (PDAC). The CE course submission form requests the same information as education sessions, plus additional data including intended audience, pre-requisites, learning objectives, and course delivery/teaching methods. SLA encourages communities and individuals to submit courses on relevant, timely topics.

CE courses will be offered virtually in July/August 2021. CE submission review and selection key dates are included in the overall planning timeline provided above.

REVIEW PROCESS

The ACAC will review education session submissions and the PDAC will review the CE course submissions, looking for:

- Topical submissions with a detailed description of what will be discussed and what participants will learn.
- Insights and tools applicable to a wide range of information professionals, or alternatively, high-level training for a targeted audience within the information profession.
- Sessions may be accepted as is, or accepted pending requested changes from the review committee.

DRAFTING CREATIVE TITLES AND DESCRIPTIONS

Your session title and description are the most effective marketing tools you have. Take time to write creative, descriptive, and interesting titles and descriptions. The suggestions below were written by an association conference volunteer with a great deal of experience planning and coordinating education sessions.

HOW TO WRITE EFFECTIVE SESSION TITLES

The title of the session is your opportunity to grab prospective participants. It is the promise to them of the benefits of the workshop. You want to draw them in and make them want to find out more. Then deliver on the promise.

Be sure that the workshop description accurately reflects what the workshop is about. One of the complaints I often hear in the hallway after a session – “Well, that wasn’t what I expected” or “I thought we were going to discuss X but it was about Y” or “I wish they had talked more about Y like the description indicated.”

1. Tell a “secret”. “The secret to successful collaborations.”
2. Suggest a method for achieving a result... “How to increase funding through collaboration.....”
3. Lead with “Ten keys to success in....” (just make sure you have 10!)
4. Promise the end of a problem... “Driving traffic to your site...”
5. Speed enhancement of a solution... “The quick way to getting staff onboard...”
6. Do something like someone else... “Publish like the big guys...”
7. Provide the answers everyone is looking for... “What you ought to know about...”
8. Promise to improve a skillset in a short period of time... “Learn original cataloging in an hour!”
9. Make it look easy... “The lazy man’s guide to collection development”
10. Educate as part of the drawing in... “Recognize the 8 early warning signs...”
11. Impart a level of knowledge reserved for a more experienced level... “You don’t have to be a computer geek to use this online tool!”
12. Offer a tutorial... “Dealing with difficult people...”

SESSION DESCRIPTIONS MADE EASY

- Start with something interesting and build your focus
 - *Learn what top-performing states are doing...*
- Start with an Interesting Fact! Something your reader does not know.
 - *The bubble chart depicts a future vision of the program...*
- Start with a strong opinion or feeling! Let the audience know from the start what you are focusing on.
 - *Collection Development is getting harder in the digital age. Find out how . . .*
- Start with a single word or sound effect! Create a little drama.
 - *Performance, performance, performance . . .*
 - *SHHH – Listen to your customer*
- Start at the end! Your audience will wonder how you got there.
 - *Example: One-quarter of health care providers surveyed report currently using tablets, and one-third utilizing smart phones for doing business.*

Above all, keep it short and to the point! Four to six sentences, no more!

COMMUNITY BUSINESS MEETINGS AND EVENTS

Guidance will be provided to communities regarding scheduling community business meetings and events. Since the conference will take place virtually, communities have the option of managing their events themselves using the SLA community GoToMeeting/GoToWebinar or Zoom accounts or coordinating with SLA staff who can provide support. Events in Remo must be managed by SLA staff. Communities will be asked to provide initial plans for events to SLA in February and must confirm final details including event/meeting title, description, length, and preferred platform by April 1.

SPONSORSHIP

- SLA secures sponsorship opportunities for community session(s) and/or event(s) at the Annual Conference, including establishing pricing and creation of sponsorship packages.
- SLA will manage, promote, and sell conference-wide sponsorships for educational sessions, meetings and roundtables, and networking events.
- SLA will offer sponsor and partner options to exhibiting organizations at the Annual Conference as well other industry partners.
- SLA will work in conjunction with the community to identify conference session(s) and/or event(s) which are suitable for or require sponsorship coverage for optimum success.
- SLA will ensure that each sponsor receives the appropriate brand recognition across its conference promotional tools
- SLA and communities will work together to market sessions and events. The community should market their sessions and events via their communication channels.

SLA Communities will:

- Provide SLA with all previous contacts and leads for community sessions and/or events, including email or phone introductions to contacts at sponsoring organizations.
- Work in collaboration with SLA to identify potential sponsors for community session(s) and/or event(s).

PLANNING TIPS

1. Ask questions. When in doubt contact your unit liaison on the Annual Conference Advisory Council or SLA staff at learning@sla.org.
2. Review your community events from previous years and carefully evaluate each session or event.

3. Concentrate on quality, not quantity. Don't plan programs "just because we always did!"
4. Co-sponsor sessions with other units.
5. Stay in touch with your past community program planners.
6. Choose subjects appropriate for the expertise of your community's membership as well as attendees as a whole, considering the experience of all attendees and addressing current or emerging trends.
7. Schedule your program planning to meet the deadlines and complete tasks in advance if possible.
8. Keep up with information posted in SLA Connect. Review information when it is received/posted. Be sure your settings allow you to receive Connect posts in a timely manner.
9. Publicize your programs early and often. Use your community's blog/newsletter, website, and discussion list to promote your conference offerings. Don't forget about Twitter, Facebook, and LinkedIn!
10. Keep good notes throughout the planning process. After the conference, write a post-conference report to pass along to the next community conference planner.

LEGAL INFORMATION

[SLA ANTI-HARASSMENT POLICY](#)

[SLA VIRTUAL EVENTS CODE OF CONDUCT](#)

MUSIC LICENSING

Under U.S. Copyright Law, Title 17 of the United States Code, the public performance of copyrighted music requires permission from the copyright owner or its licensing agent. Just as you pay for use of other forms of property, you must pay for the use of musical property. The organization primarily responsible for the event itself is obligated to obtain permission to publicly perform copyrighted music at conventions and similar events, not musicians or entertainers.

AMERICANS WITH DISABILITIES ACT (ADA)

Title III of the Americans with Disabilities Act (public Law 101-336) prohibits discrimination against disabled individuals by those who operate places of "public accommodation" such as hotels, restaurants, retail stores, arenas and other places where the public is likely to enter or

congregate. In its "public accommodation" section, the Act not only prohibits discrimination, but also requires organizations to take affirmative steps, such as providing ramps for wheelchair patrons, or sign interpreters for hearing-impaired customers, to provide access to facilities for those with disabilities.

In issuing regulations implementing the Act, the Department of Justice has stated that entities which are not normally considered "public accommodations" -- such as trade associations and professional societies -- nevertheless become subject to the Act when they lease space for a meeting, convention or trade show at a hotel, convention center or similar facility.

As a "public accommodation," therefore, the sponsoring organization is responsible for compliance with the Act and, accordingly, must take steps to assure that displays and/or meeting functions are accessible to individuals with disabilities. Additionally, the sponsoring organization must provide what the regulations call "auxiliary aids" (such as qualified interpreters, Braille programs, assisted listening devices, closed caption decoders, etc.) for meeting participants who need them.