# Speaking Application FAQ

Before completing your speaking proposal, please read through the following information carefully. We look forward to your submission!

## 1. How can I prepare a strong proposal?

- *Select a topic that is unique, relevant, timely* and either addresses a problem area or outlines an opportunity. Avoid topics that are over-saturated, recycled, or based on outdated data or practices. All presentations must be NEW (presented for the first time at Digital Dealer 25).

- *Provide a unique title that is informative and clearly reflects the session content.* Your title should also be catchy, but not misleading. It should stand alone and be descriptive enough (avoid vague titles like "How To Sell More Cars") to give the attendee an accurate idea of what the presenter plans to cover.

- *Focus on the 'how-to' rather than the 'why,'* and a session that leaves attendees with an action plan, including a to-do list of ideas and strategies, as well as the *actual steps* to implement those items immediately upon returning to their store.

- *Avoid being vague and provide detailed, specific information* in both your session description and primary learning objectives. In your description, explain the topic area that will be covered, provide background on the problem/issue at hand, and state how your presentation can address that need/opportunity. Explain what attendees will learn and what benefits they can expect as a result. Be clear, concise, and without "fluff."

- *Get in-depth and avoid high-level broad overviews.* Focus on deep dives that explore the subject matter in detail, rather than just scratching the surface. Advanced sessions are preferred over fundamental/intermediate skill-level sessions.

- *Strictly follow the no-pitching policy.* Do not mention or show any content on your product, services, and/or company. Demonstrating thought leadership and providing high-value knowledge and tactics that attendees can immediately walk away with, shows them that you respect their time and are there to *help them*, which you'll find is the best advertisement for your business.

- *Do not neglect the Teaser Video* (see question #2 below for more information). The advisory panel will watch your video to gain insight into how you would be in front of an audience and it will factor into your acceptance decision. They will look at how clearly and professionally you explain the subject matter, your ability to engage the audience, and respect the conference's non-promotional policy.

## 2. What is a Teaser Video? What are the requirements? How will it be used?

Each speaking proposal must include a 60-second Teaser Video (in .mov or .mp4 format) of the speaker introducing his or her self by name only, followed by a brief session overview, including key concepts, and specific strategies/knowledge dealers will take back to their store as a result of attending the session.

Teaser Videos may be used in the following ways:

- Factored into the acceptance decision (reviewers assess a presenter's ability to deliver a clear, valuable, and engaging message).

- For marketing purposes (if a session is accepted), the video may be shared on Digital Dealer's website, social media pages, etc., to draw people to attend (please make your video informative,

- engaging, and professional).

- Content must be strictly educational and non-promotional (no logos, or company/product mentions). Proposals will be viewed as incomplete if there is any promotional material in the video.
- Format: 60-second video in mp4 or .mov format and shot horizontally (no vertical videos).
- Make sure your audio is turned up, the lighting is good, the camera is steady, and the background looks appropriate for a video.
- You will need to supply a video URL on the application (please upload your file to YouTube and check off "unlisted" in the upload settings).

## 3. Can I repeat a session I presented before?
No, sessions are required to be presented for the first time at Digital Dealer 25.

## 4. What materials are required to apply?
- Session Title, Subtitle, and Description
- 3 Primary Learning Objectives
- Presentation Outline
- Speaker's Contact Information, List of Past Speaking Engagements, Bio, and Headshot Photo
- Teaser Video (proposals without videos, or videos that do not follow the instructions, will be viewed as incomplete proposals and declined upon review)

## 5. How many sessions can I submit?
You may submit more than one proposal but we encourage you to focus on quality over quantity in your submissions. It is unlikely that more than one proposal/speaker per company would be accepted.

## 6. What speaking opportunities can I apply for?
You may apply for any of the following session types:
- 50-Minute Educational Breakout Session
- 50-Minute Educational Breakout Panel (3 or more speakers)
- 100-Minute, In-Depth 2-Part Breakout Session
- 50-Minute Keynote Address or a Keynote Panel (panels have 3 or more speakers.

## 7. I received an invitation to submit a proposal. Does this mean I am speaking at the conference?
No, our call for speakers is only an invitation to submit a proposal for consideration. The invitation is not a guarantee that your proposal will be selected. If your attendance at the conference is dependent upon your ability to present, please refrain from booking hotel accommodations or travel until you have been notified that your proposal was accepted.

## 8. Is there a fee to apply/speak?

There is no fee to submit a proposal or to speak at the conference. If you are presenting at the conference, your registration will be complimentary. Any additional passes for spouses or staff members must be purchased.

## 9. Will my travel/hotel accommodations be reimbursed if I am selected to present?

No, expenses will not be reimbursed. Presenters are responsible for their own expenses (hotel, meals, airfare, ground transportation, etc.).

## 10. If I am accepted to speak, what are the next steps?

You will receive an email notification alerting you that your proposal has been accepted, as well as further instructions on registering, submitting pre-event materials, etc. Once accepted as a speaker, Digital Dealer must receive your PowerPoint presentation and teaser article (see question #2) upon three weeks of your acceptance notice. Please note: If speaker terms or deadlines are not met or broken, we reserve the right to replace your session to keep with the timeline and efficiency of planning and holding a conference.

## 11. What is the process of accepting and notifying speakers?

Every candidate's proposal will be reviewed by Digital Dealer's independent advisory board. ***Due to the large influx of email inquiries and proposal submissions, please understand that we are unable to provide status updates. All applicants will be notified of a decision by email on or before July 31st. Advisory board comments/feedback on proposals cannot be shared with applicants and must be kept confidential.

## // Dates to Remember (deadlines below are firm):

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| Call for Speaker Proposals Opens | May 1, 2018 |
| Call for Speaker Proposals Closes | Friday, June 29, 2018 |
| Notification of Decision: | On or before July 31, 2018 |
| PowerPoint Due: | Three weeks upon acceptance |
| Teaser Article Due: | Three weeks upon acceptance |

* If speaker terms or deadlines are not met or broken, we reserve the right to replace your session to keep with the timeline and efficiency of planning and holding a conference.

## Additional Questions?

If you have additional questions regarding your presentation, email Alissa.Calvaruso@digitaldealer.com.