



## WEFTEC Connect IKE Instruction Packet

Please read this document carefully and completely. Speakers will find changes to important dates and additional information that will assist in the transition to a fully virtual WEFTEC. Use this packet for reference to help guide you through your next steps as an IKE participant.

For each step of the process, you will receive a new email with instructions (from [speakers@wef.org](mailto:speakers@wef.org)) OR login to the Speaker Ready Room online portal at any time: <https://ww3.aievolution.com/wef2001/>

Detailed information on all the steps are included on the following pages. Unless otherwise noted, all steps are to be completed in the Speaker Ready Room online portal.

<b>IMPORTANT DATES</b>	
<ul style="list-style-type: none"> <li>• WEFTEC Connect Registration Opens</li> </ul>	<b>JULY 13</b>
<ul style="list-style-type: none"> <li>• Speaker Portal Re-Opens</li> </ul>	<b>JULY 16</b>
<ul style="list-style-type: none"> <li>• Selection of 1 Presenter Due</li> </ul>	<b>JULY 23</b>
<ul style="list-style-type: none"> <li>• Speaker Bio Due</li> <li>• Speaker Photo Upload Due</li> <li>• Inputting of 3 Presentation Quiz Questions</li> </ul>	<b>JULY 27</b>
<ul style="list-style-type: none"> <li>• Presentation Management System Opens for Video Upload</li> </ul>	<b>AUGUST 10</b>
<ul style="list-style-type: none"> <li>• Video Draft Uploaded to Presentation Management System</li> </ul>	<b>AUGUST 25</b>
<ul style="list-style-type: none"> <li>• Presentation License Agreement Signature</li> </ul>	<b>SEPTEMBER 7</b>
<ul style="list-style-type: none"> <li>• Final Presentation Uploaded to Presentation Management System</li> </ul>	<b>SEPTEMBER 9</b>

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### **Notice of Withdrawal**

**Immediately Upon Determination**

If you do not wish to participate in WEFTEC Connect, we are asking you to email [speakers@wef.org](mailto:speakers@wef.org) immediately with the author/speaker name, presentation title and time, and session number and title.

Speakers who choose not to give a virtual presentation will be able to re-submit their abstracts for WEFTEC 2021. The abstract will be placed in the pool of newly submit abstracts and will have to go through the review process again.

### **WEFTEC Connect Registration**

**July 13**

**If you wish to view sessions and/or participate in networking events you must register for WEFTEC Connect.** To submit a pre-recorded presentation video, you **do not** need to register. We hope you will find value in all WEFTEC Connect offers including networking, speakers, access to exhibitors (new technologies), etc.

The easiest way to register and learn more is at <http://www.weftec.org/>.

### **Selection of One Presenter**

**July 23**

When video presentations are uploaded to the presentation management system, only the info of one speaker will be visible within WEFTEC Connect. Meaning only one speaker will receive acknowledgement for the presentation. **If your presentation currently has more than one presenting author, we recommended selecting one person to record and upload the presentation.**

### **Speaker Introduction, Photo & Quiz Questions**

**July 27**

Please enter an introduction (100 words or less) and photo. This information will be used in the virtual platform to help attendees learn more about the primary speaker.

Speakers must also provide 3 quiz questions attendees should be able to answer after watching the presentation. These questions are important and will be used by WEF to obtain continuing education credits in the various states.

All of this is key information and is REQUIRED.

### **Presentation Video Draft Upload**

**August 25**

On **August 10**, the presentation management system will open for presentation submission. The IKE Committee and WEF Staff will review presentation drafts and make sure it meets all the requirements. More detailed instructions will be sent to the presenting author in mid-July. **The final version of the presentations is due by September 9.**

**NOTE: We highly recommended uploading a draft to receive feedback. Once the final video presentations are uploaded to the presentation system, if a presentation does meet the requirements it will be pulled from WEFTEC Connect.**

### **Presentation License Agreement**

**September 7**

The Presenting Author **MUST** sign a presentation release that is in the speaker portal. This is required to appear in WEFTEC Connect. This allows WEF to put your presentation in the system and share it with attendees. If you have questions, please contact [mlinder@wef.org](mailto:mlinder@wef.org). The person that signs this must be the person that is recording the video and the uploading it. Once the video is uploaded and this is signed, nothing can be changed.

## IKE VIDEOS

### Video Creation and Guidelines:

Now that WEFTEC is virtual, this year will be a little different. Use the steps below to help ease the transition.

1. Create your video presentation in one of the formats meeting the guidelines below. (The max length of the video is 5 minutes.)
2. Imbed your video in one of the approved WEFTEC Connect formats (details coming shortly)
3. **NEW\*\***Provide an introduction to your video and a 3- 5-minute talk following your video presentation.

### The Introduction

Your introduction should include your name, your company name, and your video title.

### The Talk

Your 3-5-minute talk after the video should answer questions a co-worker or friend might have after watching the presentation. Sample questions include:

- Why did you make this video? What problem were you trying to solve?
- How successful was your solution?
- In 1 sentence, what should someone watching the video take away from it?
- Someone watches the video then turns to you asks “so what?” What do you say?

The IKE Committee is willing to watch your video and provide tailored questions for you to answer. The “talk” portion should not be a sales pitch or a how-to on creating a video but focus on the lesson learned.

### Education First!

The purpose of IKE is to introduce attendees to the best and brightest ideas in our industry. IKE videos put the audience first and self-promotion last. Videos that are deemed to be “sales pitches” may be removed from the program. So, what is a sales pitch? A presentation that puts self-promotion first, lacks in technical details, and leaves the audience without a take-away.

### Embrace....

- **Case Studies:** Show the audience where and how it has been used.
- **The Theory Behind It:** Our audience is smart and enjoys learning about the science behind your idea.
- **Application:** How it can be applied within the wastewater industry?
- **Lessons Learned:** Help the audience start at square two instead of square one.
- **Show. Don't Tell:** Illustrations and video of application in motion are the best way to get your message across.

### Stay Away From...

- **Hard Sales Pitches:** “Buy our product because...”
- **Product Placement:** Showing labels and logos.
- **Delivery Options:** Shipping, etc.
- **Cost to Buy:** Different from comparative costs of technology, etc.

### IKE Guidelines

- IKEs featuring a product must be informational rather than promotional. In other words, no sales pitches.
  - WEF reserves the right to remove “sales pitch” presentations from the program.
- Maximum of 5 minutes.
- Sound is required. We suggest between 55-60 decibels.
- Must be able to function with an approved WEFTEC Connect format
- Subjects shown in videos should have given the IKE producer permission or “informed consent”.
- WEF will not consider media it identifies as obscene, provocative, inaccurate, or otherwise containing objectionable content.

## STAFF CONTACT INFORMATION

If you need assistance from the WEF staff, do not hesitate to contact us.

**General Questions** by email to: [speakers@wef.org](mailto:speakers@wef.org)

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