

2010 CAMEX Session Presenter Guidelines

The following guidelines have been established by the CAMEX Educational Program Committee to ensure that all presenters understand the basic expectations NACS has for them and their presentations at this year's conference. Please read the following information and contact Tony Ellis, NACS Director of Education at tellis@nacs.org or (800) 622-7498, ext. 2354 with any questions.

1. The **Lead Presenter** on the session proposal form is responsible for sharing all relevant information and communications from NACS with any co-presenters. NACS will communicate with all presenters so long as an e-mail address is provided. However, the **Lead Presenter** is expected to coordinate communications and other logistics with all additional presenters for their session.
2. Presentations **must** be targeted to the participants of CAMEX educational sessions. Targeting your session content will create a better learning experience for participants and warmer reception of you as a presenter! According to the 2008 CAMEX Participant Surveys, the primary demographics are: 80.7% Institutionally Owned stores, 53.2% with Approximate Annual Sales less than \$3M, 56.1% Store Manager/Director, 70.2% Female, 63% between the age of 36-55, 71.3% with nine (9) or more years of experience in the profession.
3. Presentation **promotional text must convey the intended learning outcomes** (or what the participant will learn during the program) **AND** the **experience level** of the presentation relative to the topic (threshold, intermediate, or advanced). See descriptions of the levels of experience and examples of these levels relative to industry topics online at http://www.nacs.org/public/prof_development/comp_model.asp.
4. All presenters **MUST** submit a "session outline" prior to CAMEX. This outline will be posted on the CAMEX web site with your session listing and is intended to assist participants in selecting sessions that best meet their educational needs. Session Outlines will be requested by NACS staff 3-6 weeks prior to CAMEX.
5. **All sessions must provide a handout** or other learning tool for each participant. **PLEASE NOTE:** It is better to have a **succinct, one or two-page summary of your primary points** as a handout versus a printout of your PowerPoint presentation. Your PowerPoint show should be the "headlines" of your session points...not the detail. Your participants will need the details of "how do I do this" or "what steps do I follow" once they get home. Therefore, your slide show is **NOT** the best thing to send them home with. Develop your handout to clearly answer questions like "What are the steps I should follow?" and/or "What are the most important things learned?" (from a case study presentation, for example).
6. **Associate member/vendors are encouraged to share their expertise** during the CAMEX educational program. To ensure appropriate content is offered during sessions, associate member/vendor presenter guidelines include:
 - a. Content presented **MUST** be non-commercial.
 - b. Should present with a store member whenever possible.
 - c. Pair with another vendor(s) when possible, especially if no store member is presenting.
7. If presenters are unfamiliar with the NACS College Store Competency Model and related concepts, there is complete information online at www.nacs.org/pd. If you or your colleagues have questions about preparing for the CAMEX session, feel free to contact Tony Ellis, NACS director of education, at (800) 622-7498 or e-mail tellis@nacs.org. If you or a colleague is new to presenting at CAMEX, there is an online orientation PowerPoint show (narrated or unnarrated versions) available in the Presenters section of www.camex.org.
8. Presenters and presentations **should address the following needs of adult learners:**
 - a. Let participants direct their own learning (i.e., outline your session and ask for comments to determine areas to focus upon or cover more quickly)
 - b. Engage the participants (i.e., ask questions, poll the audience)
 - c. Use the participants' existing knowledge (i.e., as for effective practices)
 - d. Make sure your session has immediate utility and that it "**scales**" to operations other than your own.Answer for your participants: "What will they take away and be able to implement as soon as they return home?"

Thank you for your time and expertise!

