



CAS Event Session Management Guide

For Session Coordinators and Moderators



Objectives

- Explain the role of the session coordinator and moderator
- Outline the session development process
- Emphasize what makes a session successful
- Review tasks to be completed during your session
- **ENABLE THE OPTIMAL LEARNING EXPERIENCE FOR THE ATTENDEES**



Good Presentations

- Engage the audience
- Are timely, relevant, and provocative
- Are practiced, practiced, practiced, practiced in advance
- Invite questions
- May have more detailed handouts that are referenced in the presentation

Slides:

- Are easy to read from a distance
- Use high-level bullet points mixed with graphics, charts where appropriate



Bad Presentations

- Presenters do not practice
- Very little coordination between panelists
- Speakers do not use the microphones effectively
- Tries to cover too much material in the time allotted
- Material is too basic or too technical for audience

Slides:

- Too much detail on each slide; A cluttered look
- No graphics - all text presentation
- Use PowerPoint/Visual aid as a crutch



Session Development Timeline

6-7 months out

- Sessions and Tracks are identified and coordinators assigned

5 months out

- Session titles and descriptions are developed

4-5 months out

- Moderators are identified

4 months out

- Speakers identified, and concurrent session titles and descriptions finalized; entered in CMS.

3 months out

- Speakers are finalized and updated in the CMS; Speaker letter is sent



Session Development Timeline

2-3 months out

- Follow up with speakers: Agreement to Speak, AV request form, Recording Permission, Schedule Conflicts, event/hotel reservations

1-2 months out

- Request and Review Session Presentations

3 weeks out

Handouts for the web are due (Word, Excel, PDF of PowerPoint Handouts)

1 week out

- Final version of presentation for CAS laptops submitted

Presentation implemented onsite



Presentation Tips for Speakers

- PowerPoint Do's and Don'ts: [4-minute video](#)
- Your visual aid is only a guide. Most of your information should be delivered verbally
- Go deep rather than long! Example: focus in detail on three points rather than touch on 12 points briefly
- Consider an interactive element with your audience



Session Coordinator

- Initiate/transform concept into successful session
- Prepare draft session titles and descriptions
- Recruit moderator
- Assist moderator with recruiting speakers
- Assist moderator and speakers finalize description
- Monitor session progress and report to committee
- Input session information into CMS
- Monitor speakers corner deadlines/content



Session Moderator

Before your Session

- Front line manager: recruit speakers and review evaluations
- Identify and recruit speakers
- Refine draft of title/session description with speakers
- Meet with panelists via phone/email to discuss session content, format and order of presenters
- Consider alternative/interactive ways (apart from standard Q&A) to engage the audience
- Monitor the timely submission of handouts/presentations and facilitate AV needs to CAS Staff Liaisons
- Facilitate the submission of speaker bios
- Remember, CAS laptops are used for your presentation.



Session Moderator

During your session

- Arrange to meet with panelists before the session begins
- Check microphones, (aisle/podium/head table) and room setup. Ensure speakers use microphone.
- Welcome attendees and introduce panelists
- Keep the session balanced and paced appropriately; Ensure that the session starts and ends on time
- Remind attendees to fill out evaluations
- Facilitate the Q & A portion of the session; Prepare a few stock questions.



Final Thoughts

Always think of the audience perspectives
and what would work best for the
audience.

Encourage some form of audience
interaction.

Ensure that content is tailored to the



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