Thank you for so graciously agreeing to be a speaker at the 2018 International NASA Space Apps HSV Challenge taking place in Huntsville, Alabama from October 19-21, 2018.

Our innovation accelerator non-profit organization known as Urban Engine has a core mission to accelerate and propel the growth of innovation across the State of Alabama and beyond. We are so pleased that your professional expertise will be available to the attendees & participants of this event.

This packet contains:

I. Event Fact Sheet for Speakers
II. Success Guidelines for Speakers
III. Principles of Presentation

Please review this document carefully and print it for reference. Out of courtesy for event coordinations and speaker logistics, please complete all forms as soon as possible. The following links are published on the Space Apps Website as a Speaker Reference Guide for your convenience.

- Speaker Agreement Form - Submit the online form as soon as possible! (Immediate Need)
- Audio Visual Waiver Form - Submit the online form as soon as possible. Must be received before your speaking engagement. (Immediate Need)
- CoWorking Night Workshops Page - Review all workshop sessions leading up to the event.

**NOTE:** Workshops are carefully arranged with great deal of thought and consideration, utilizing all factors & variables necessary to offer the widest range of selection opportunities to attendees.

- UE Code of Ethics - Review our community values and core principles before diving into speech.

The Urban Engine organization appreciates your participation in this year’s International NASA Space Apps HSV Challenge. We trust that the time you spend in your preparations will be a worthwhile experience, resulting in a spectacular presentation and your recognition as an influential leader across the industries of technology, education, and innovation! We sincerely look forward to working with you.

For any questions please do not hesitate to contact us.

Sincerely,

Emily Mendez
Director of Operations
emily@urbanengine.org
Event Fact Sheet
The community blueprint for successful speaking engagements.

SPEAKER AGREEMENTS

Please review the Speaker Agreement and Audio/Visual Agreement on the website.

We urge you and/or your representative to complete these online forms as soon as possible in consideration of event coordinations. Printable version are available to download for your records.

Contact us for any questions at any time. We try to respond within 48 business hours.

SPEAKER CREDITS. As our way of saying THANK YOU for speaking, we are extending 25 Urban Engine Credits ($UEC) to registered speakers of the 2018 Space Apps HSV Challenge. Credits are redeemable after January of 2019 via digital platform transfers. Please contact UE administrators after completing the speaking engagement to schedule for your redeemable credits. This offer does not expire.

SPEAKER PRESENTATIONS. In keeping with Urban Engine’s support of recycling, please make all efforts to use only digital presentations whenever possible or appropriate. You will be notified of any relevant speaker handout resources within three weeks prior to the event dates.

MATERIALS & SHIPPING. Materials may be shipped directly to the hotel or printed locally. We can include shipping label & contact info for a local printer. The final speaker’s letter will be sent approximately three weeks prior to the event.

DRESS CODE. Professional business attire is required. Wear comfortable clothes and shoes. Jewelry should not clang or distract. Do not wear any jewelry that may interfere with the microphone. Select a garment with fabric substantial enough to support a clip-on microphone if presented with one. Affiliate (supplier) or community member speakers are NOT allowed to wear company logoed apparel when presenting a workshop. Please avoid any confusion that a session will be perceived to be a “Company ABC” workshop instead of an Urban Engine workshop.

RECORDING DATA BOOTCAMPS. Audio taping or recording of data bootcamp workshops is permitted with discretion after obtaining permission from the speaker.

www.urbanengine.org
Success Guidelines for Speakers

*Propel your ideas forward with the Urban Engine community blueprint for success.*

**Inspire. Tell a Story. Give them Hope.**
That is the essence of a great speech experience.

**Workshops:** Attendees are looking for speakers that inform by teaching them new, practical solutions to their problems and creative ideas for improving their business, creative, or technical challenges.

**Speech Stories:** A story related to your topic can inspire—it will also help you connect to the audience. Tangible ideas attendees can implement upon returning to their stores will persuade them to take action.

1. **Be specific.** Give a time and place.

2. **Don’t just tell… Show the story.** Illustrate a visual moment of your oral story to the audience. Be willing to get worked up about your topic… to take a stand. What do you stand for?

3. **Be authentic.** The truth is raw & real. They want to know you really believe what you are saying. Describe the highest break-through and/or your lowest break-downs.

4. **Maintain conviction.** Speak with confidence. You were selected to do this workshop because you are the expert—keep this in mind. Forget yourself and focus on the audience. Recognize your true goal—to help listeners understand your message. What do you stand for?

5. **Evoke emotion.** You can melt walls and build bridges by allowing others to hear and feel the merits behind your story. People are looking for connection here. Your audience came to be inspired. You are in the unique position to give the simple gift of inspiration.

6. **Have conversations, not performances.** Give, teach, and serve not only from what you want, but from what you needed at the time. You have personal and professional growth with a mission. Your audience is a community waiting to be served a vision.

7. **Fear is the friend; The Informant.** Fear is feeding you useful information. Fear is a made up story that hasn't yet happened. Be yourself. Remember the words: “My voice is my expression.”

Propelling Ideas Forward.

[www.urbanengine.org](http://www.urbanengine.org)
Principles of Presentation

Refreshing principles for highly impressionable presentations of any capacity.

Rehearse
Practice your speech and timing until you are comfortable with it. Try practicing in front of a mirror or with family and friends! Experience builds confidence and practice makes perfect!

Workshop Content
Begin preparing ASAP, making notes as you have ideas. Prepare material for 30-45 minutes, allowing 10-15 minutes for Q&A. Have a watch in plain sight to help you stay on schedule. Stick to your topic and workshop description. It is very important to deliver what the audience is expecting.

Know your Audience
Get to know the Urban Engine community that will attend this event. Do this by engaging with our CoWorking Night™ Facebook group. Find out what they want to know about your topic and address those issues in your workshop. If you have specific questions to pose to our members, contact the UE administrators for information about using broadcast email or an online Survey.

Speak in terms that relate to all attendees
Say "you may want to try" rather than "what we do is" or "something which works well," rather than "in my store we." Try not to speak only in terms of your own experiences and store; seek ideas from books and/or other shops to include as examples. Give credit where it's due and review our Code of Ethics.

Diversity
Your audience will be made up of a variety of young and seasoned professionals across the fields of science, technology, engineering, arts, and mathematics. Unless your topic is very specific, you will be addressing attendees who handle an array of skills, technological platforms, and professional tool sets - so be sure to include examples that work for various industry categories or challenges.

Simplicity & Tone
Keep it simple. Use specific, plain language. Use contractions (can't, don't) to maintain an easy tone. Use your regular conversational voice—don't fall into the monotone trap. Your speech will be enhanced by strong conviction in your voice. Use variation in pitch and volume. Project your voice but don't raise the pitch or it will become shrill. Pause... instead of inflicting "ums" and "ahs" on the audience. Also, learn to pause for full effect. Avoid actions that drain attention from your message... excessive pacing, rocking, leaning on podium, fiddling with objects, covering your mouth or looking away from the audience.
Visual Aids
Visuals should be used as a support tool when you need a picture or graph. Do not use visuals that merely duplicate your handout, if you have one. Visuals should not be too cluttered or busy. Attendees are more interested in content substance than fancy visuals that may distract from the message.

Eye Contact
Establishing rapport with your audience is vital. **Hot Tip:** One way to accomplish this is to move away from the lectern as you speak. Maintain effective eye contact by dividing your audience into sections. Address each section for a while before moving to the next. If you feel like you’re floundering, look back to the section that seemed to give you the most positive feedback. Spend five or six seconds looking at each person you focus on—shorter times can make you look like a “scared rabbit.”

Finish Memorably
Give your talk a finish. Instead of the same phrasing you’ve been using all along, find a fresh way to wrap up your main points and leave the audience with a memorable last line. Let it sink in for a moment before saying “Thank You.” Always leave them wanting more!

Answering Questions
It is important that you repeat the question before answering it. We recommend incorporating the question into your answer in case your workshop or event audience did not hear the question. Give your answer as lead sentence, which immediately showcases the heart of your response.

Interaction
We want to assure variety in your presentation, engaging the attendee and allowing for an interactive session. It’s a very successful technique in adult education. Try asking for examples during your presentation to reinforce your concepts and involve the attendees—involved attendees take away more value from the presentation. Be sure to account for the amount of time you plan to allow for interaction and do not exceed the allotted time or you won’t be able to cover all your material.

Audio Taping
We are recording the workshops with our presenting sponsors. Some attendees may wish to tape the session themselves. We have asked that they obtain permission from the speaker before taping. And lastly - it’s obvious, but... no swearing, vulgarities or threats. Remember your words may be recorded for posterity. No gum chewing, please.

_The Urban Engine Community is Here to Support You!_
Visualize yourself confidently delivering an excellent speech in front of your peers and friends.

Find your people with #SpaceAppsHSV on Facebook & Twitter!