



**UTC TELECOM  
& TECHNOLOGY**  
VIRTUAL EVENT  
AUG 18-SEPT 4, 2020



## UTC Telecom & Technology 2020 Frequently Asked Questions (FAQs) for Speakers

**Q: UTC has announced that Telecom & Technology 2020 will be an all-virtual event. What is a virtual event?**

A: A virtual event is a web-based event that replicates many aspects of a live conference. Virtual events can include keynote presentations, training and education forums, discussion rooms, social networking opportunities, and exhibit areas for vendors and sponsors. Virtual events have more focus on interaction and can reach a wider audience.

**Q: How will I give my presentation in a virtual event?**

A: Whenever possible, we will pre-record presentations. At the time of the session, we will play your pre-recorded presentation, and immediately afterward UTC will moderate a live Q&A session with you and any other participating speakers.

**Q: Why is UTC pre-recording the presentations before the event?**

A: The virtual event gives us flexibility that we don't have at an in-person event and by pre-recording your session, we can distribute the workload over several weeks, rather than doing it all during conference week.

**Q: How will pre-recording the sessions work?**

A: We will record your slides and prepared remarks ahead of time during late July and early August. During the event, we will replay your recorded presentations, then go straight into an audience Q&A session.

**Q: Should I have my camera on when pre-recording my presentation?**

A: Yes. Our advisors tell us that this adds a human effect to presentations that is not present during a webinar. We would also like you to be on camera during the live Q&A sessions. The camera on your computer, tablet, or smartphone has sufficient resolution for these sessions.

**Q: Do I need a green-screen or any special kind of background or effects when I am on camera?**

A: You are welcome to personalize your session, but no specialties are necessary. We recommend a simple, non-distracting background so that your audience will focus on you and your content. We will share with you a list of specific tips for you to look and sound your best.

**Q: What if there are no questions after the audience finishes watching my presentation?**

A: UTC will work with you to prepare questions ahead of time and the moderator will ask one of the questions if the audience is slow to respond at first. Generally, once a question is posed the audience responds and open engagement follows.

**Q: Do you have any recommendations on how I should prepare my slides?**

A: Yes. Follow your company's presentation standards or requirements. Resist the temptation to present too many slides and format your slides to highlight points in your presentation that are clear and simple. Rehearse your presentation to make sure you get through your material in the allotted time. Pictures and graphics make a more lasting impression than bullet points, so try to balance the two. UTC recommends photographs and charts, rather than clip art.

**Q: Does UTC have a standard slide template for its annual conference?**

A: Yes. We will share it with you when we schedule your pre-recording session.

**Q: Will UTC play pre-recorded sessions only once?**

A: No. UTC first will present each session during its designated time on the conference schedule. In addition, UTC will offer an on-demand viewing option for all recorded sessions, so that anyone who missed the live broadcast of a session can view a replay of the session later. This greatly increases the number of education hours available to conference delegates, since they are no longer limited to live in-person attendance only.

**Q: Is the conference still taking place during the week of August 31 – September 4?**

A: Yes, but not only that week. The conference will still end on September 4, but we will begin presenting summits and training sessions during mid-August. Because we are no longer limited to physical rooms for presentations, we will expand the education curriculum to run over several weeks. The same content, but in a schedule that is less disruptive and less physically exhausting for our delegates.

**Q: Will I have a chance to practice my presentation before it is recorded?**

A: Yes. We will normally schedule one hour for the pre-recording session, although no speaker is expected to speak for 60 minutes consecutively. We will spend time with each speaker to make sure that the pre-recording goes smoothly, the camera works, audio checks are made, etc.

**Q: How long should I plan to speak during the pre-recorded session?**

A: UTC's goal is to have approximately 40 minutes of prepared content for a 60-minute session to allow for plenty of Q&A. If there are two separate speakers in your session, then you should prepare about 20 minutes of content to pre-record. Please rehearse your presentation in advance so that you are comfortable with your timing.

**Q: How do I share my screen during my pre-recording session?**

A: It's very easy. UTC staff will coach you on that as well as other useful tips and instructions.

**Q: How will I access the pre-recording session?**

A: We will create an event with a UTC staff member as the Organizer and then invite each speaker as a Panelist. Your colleagues such as Marketing or Communications are welcome to join the pre-recording sessions as well.

**Q: How far in advance of the pre-recording session do you need my slides?**

A: Two working days before your pre-recording session. UTC recommends that you advance your own slides while speaking. UTC would like a copy as a back-up plan in case you encounter any trouble in sharing your slides.

**Q: Will UTC share my slides with attendees?**

A: Yes, we will share your slides with everyone who registered for your session, whether they attended or not. You may edit your slides to create the version that we share, in case there is information that can only be presented but not shared in hard copy. UTC shares all slide decks as PDF files. UTC recommends that you check with your corporate marketing department to ensure that they are comfortable with what you intend to present, including contact information for your company.

**Q: Should I use computer audio for speaking during my presentation, or call in via telephone?**

A: UTC prefers that you call in via the toll-free number, as we have fewer problems with feedback and audio quality using telephones than we have with computer audio.

**Q: Should my computer be connected to my router via hardwire ethernet connection or is wireless sufficient?**

A: If possible, we recommend a hardwire connection. If wireless is needed, we recommend placing the computer as close to the router as possible.

**Q: How do I deal with questions from the audience during the replay of the pre-recording?**

A: You'll have the support of a UTC staff member who will moderate the Q&A session. Most sessions will have more than one speaker and UTC staff will attempt to ensure that each speaker gets appropriate exposure during the Q&A session. The webinar interface has a chat box and question box that allows attendees to ask questions.

**Q: Are there any sessions that will not be pre-recorded?**

A: Possibly. Three-speaker panel sessions place a premium on open discussion rather than prepared content, so we may not have anything to pre-record for those panels. Keynote sessions, sponsored sessions, and other sessions may be presented in real-time.

**Q: Will I have a chance to review my pre-recorded session before UTC plays it for the event?**

A: Yes. However, we cannot guarantee that there will be time for you to re-record a session, given the number of sessions in the event.

**Q: I would like to share a white paper or other collateral with my attendees. Is that possible?**

A: Yes. You may submit white papers and other collateral to UTC, to be shared with your slides after the event. We will share your slides and other collateral at the same time. UTC recommends a PDF format for any information that you share.

**Q: My firm is a track sponsor and we would like a chance to introduce the session. Is that possible?**

A: Yes. We offer track sponsors the opportunity to moderate some or all the sessions in their track. Sponsors may introduce the session and they may also moderate the Q&A after the prepared remarks are completed. This is an option, not required of sponsors. Regardless, a UTC staff member will operate the audio/visual for each session.

**Q: As a speaker, how do I register for the UTC Annual Conference?**

A: Please do not register for the event on our website; we process speaker registrations separately. For assistance with registration, please contact Christopher Brent via email: [christopher.brent@utc.org](mailto:christopher.brent@utc.org)

**Q: Who can answer any questions that I might have, after I've read these FAQs?**

A: If you received these FAQs via email, just reply to the email. In all other cases, email your questions to [info@utc.org](mailto:info@utc.org) and we will answer them promptly.

**Q: Any final words of advice for me?**

A: Yes: Have fun! You are an expert in your topic – it's why you're speaking. People attend UTC sessions because they genuinely want to learn from the speakers, interact, and to share their own experiences - and that remains true in the virtual format. Ours is an incredibly complex industry, and we all have much to learn. You are part of the solution and we look forward to you presenting at the event.