



Association of Collegiate Marketing Educators

Instructions for Presenters • ACME 2021 Virtual Conference

Association of Collegiate Marketing Educators

March 17-19, 2021

Dear ACME Authors/Presenters:

We are looking forward to your presentation during the upcoming ACME 2021 Virtual Conference on March 17-19 and are excited to see you! Thank you for sharing your work with ACME and participating in our conference. We hope you can join us for as many of the conference sessions as your schedule allows.

Below are some details about your session and the conference, to help things go smoothly. Would you please read the information below carefully?

Overview

- All presentations will be held Live via Zoom.
- All times listed are in U.S. Central Daylight Savings Time (GMT – 5 hours), Chicago time.
- Each regular session is 75 minutes.
- Sam Houston State University (SHSU) is hosting our Zoom sessions for the ACME 2021 Virtual Conference. Thank you to SHSU for your generous support of ACME!
- The day before the conference begins, we will send all participants a link to an ACME 2021 Virtual Conference landing page that contains links to all Zoom sessions.

Before the Session

- Please send your Session Chair(s) your presentation slides at least one day prior to your session, in either PPT or PDF format.
 - ACME takes this precaution in case we encounter any screen-sharing technical glitches during the presentation, or in the event the presentation is interrupted by unstable Internet connection or power outage. If one of these glitches were to happen, your Session Chair(s) could show your slides on your behalf.
- Familiarize yourself with basic Zoom functions, such as starting/ending/joining a session, turning audio and video on and off for yourself and participants, screen sharing, and chat.

- As one resource, visit <https://www.shsu.edu/dept/it@sam/tech-tutorials/zoom/index.html> on the SHSU site.
- Your institution may have a similar set of Zoom resources and tutorials.

Day of Session

- Please join the session ten minutes before the posted start time to test the ‘share screen’ function, audio (speaker and microphone) and video quality, etc.
- Out of respect for fellow presenters and to help all presenters to more fully engage with the audience, please stay for the entire 75-minute session.
- The general timing for the session is as follows:
 - Welcome and Opening Comments by Session Chair – 5 Minutes
 - Presentation 1 – 15 minutes, followed by 5 minutes of Q&A/discussion
 - Presentation 2 – 15 minutes, followed by 5 minutes of Q&A/discussion
 - Presentation 3 – 15 minutes, followed by 5 minutes of Q&A/discussion
 - Overall discussion – 10-ish minutes, depending on timing
 - In sessions that may have four presentations, adjust the time as needed to 10-12 minutes per presentation.
- Audience members will be asked to mute their microphones while listening, to reduce noise feedback, and to use the ‘raise hand’ or chat function when they would like to ask a question.
- Audience members will also be invited to turn their cameras on, so that we can create the ‘conference feel’ to the extent possible.

If you have a question related to your session, please contact the Chair of your session. Please see the contact information of the ACME 2021 Session Chairs below.

Once again, the day before the conference begins, we will send all participants a link to an ACME 2021 Virtual Conference landing page that contains links to all Zoom sessions.

Thank you again for being part of the ACME 2021 Virtual Conference and I am looking forward to our session!

Best regards,

Turkan and Rajasree

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