



Association of Collegiate Marketing Educators

**Instructions for Session Chairs • ACME 2021 Virtual Conference
Association of Collegiate Marketing Educators
March 17-19, 2021**

Dear ACME 2021 Session Chairs:

Thank you for serving as a Session Chair for the ACME 2021 Virtual Conference! We greatly appreciate your service to ACME. Below is the information regarding your roles and responsibilities as Session Chairs. Please follow these instructions carefully to manage your session. We sent you a sample email message for you to use or adapt in your communications with the authors in your session. We also emailed you the contact information for the authors in your session and an ACME Zoom background picture to use as your Zoom background during sessions.

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.
- Most sessions feature three presentations.
- 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.

Roles and Responsibilities of Session Chairs

The primary roles of each Session Chair are to moderate the session, serve as an ambassador for ACME, coordinate with presenters in the session, and create a collegial atmosphere for all participants to enjoy and benefit from the session. Below are some specific responsibilities.

Before the Session:

- Email the presenters in your session at least two days in advance to coordinate key details. We sent you the sample email message that you may wish to use or adapt.

- 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.
- Use the ACME background picture (see attached) as your Zoom background.
- Start the session 10 minutes before its posted start time.
- Work together with the presenters in your session, who are also requested to arrive 10 minutes early, to test the ‘share screen’ function, audio (speaker and microphone) and video quality, etc.

At the Beginning of the Session:

- Welcome participants and presenters.
- Introduce the session and presenters briefly.
- Request participants to mute their microphones and invite them to turn on their videos.
- Request participants to use the chat and/or ‘hand raise’ function in Zoom to ask questions, in order to avoid participants from speaking over one another.

During the Session:

- Allow presenters with slides to share their screen during the presentation.
- Facilitate a brief Q&A session after each presentation and a general Q&A session toward the end of the session.
- Mute participants if and when needed.
- Monitor the chat and read key chat comments to presenters as needed.
- Keep time.
 - Give each presentation equal time (15 or 20 minutes per presentation, plus brief Q&A).
 - Remind presenters when they are nearing the end of their time.
 - Be mindful of the end time of your session. The session should not exceed the allotted time.
- Record the number of presenters and attendees in your session.
- Take a screenshot of the session presenters and attendees for ACME’s social media. Ask participants to pose before taking the photo. To take a screenshot, press the Windows button + PRT SC button simultaneously. Learn how to take a screenshot on your device prior to the event.
- Thank the presenters and audience members.
- Promote attendance at other ACME sessions. In particular, promote the three Plenary Sessions (see attached) and the Awards Ceremony and Annual Business Meeting on Friday.

Help/Support:

- If you need technical assistance during your session, call the ***IT@Sam Service Center*** at Sam Houston State University at 936.294.1950. Members of the ***IT@Sam*** team are on standby during our conference, should you need Zoom or other technical support.
- If you have another type of question during the session, contact Turkan or Rajasree at our contact information below.

After the Session:

- Save the chat before you close the session.
- Take a note of which presentations were made and if any were not.
- Email the following information to the Program Chair within one or two days after the conference: photo(s), chat, number of presentations (and any no-shows), number of presenters, and number of attendees.

Thank you once again for serving as a Session Chair for the ACME 2021 Virtual Conference!

Best regards,

Turkan and Rajasree

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