



## HANDOUT GUIDELINES

*Handouts due June 14, 2019*

The handout is a valuable portion of the speaker's presentation. Attendees use it to follow along with the presentation, write their notes during the presentation and as a memory prompter after they leave the show. Because we know how important the handouts are to show attendees, we ask all speakers to give special attention in developing their unique session handout.

### Compete for the prize for Best Speaker Handout!

The on-site session evaluation filled out by attendees contains a question pertaining to your handout. The winner is determined after the show when the seminar evaluations are tabulated. Take the challenge, have fun, and create the winning handout for all your session attendees! (We also have prizes and certificates for "Best Speaker" and "Best SMART Seminar".)

### Guidelines to help you in preparing your handout:

#### CONTENT:

- Be sure your handout follows your presentation order.
- Handouts should contain quality information recapping your session's main points.
- A good handout can be a few pages or considerably longer depending on your topic and material. If you have a booklet/document larger than 20 double-sided pages, please discuss distribution with AWFS.
- Include your **Top Three Follow-Ups!** At the end of your handout, in bullet form, list the top three items you would want the attendees in your session to remember, act on, implement or investigate. It can be a strategy; a philosophy; a resource reference such as a book, web site or association to contact; a method to try, etc. We feel that this will send attendees away with a concrete list of actions, and when multiplied by their attendance in several seminars, will have real impact for attendees.

#### TECHNICAL ASPECTS:

- All handouts must be reviewed and approved by AWFS. **Submit your handout by June 14, 2019** and AWFS will make copies for distribution. Copies will be 1 color, double-sided, 8.5 x 11", stapled if multiple pages. If you cannot meet the June 14 deadline, you can reproduce and bring your own copies; however, you **must still submit a copy for AWFS to review by July 1**. If you produce your own, please make double-sided copies to save paper.
- If your PowerPoint is your handout, please set it up with three slides to a page. However, if you have detailed data, graphs or other dense material or type, use only two per page so the information is legible.
- Please do not use black backgrounds with white type for your PowerPoint. The slides are hard to read on the screen and they don't reproduce well as handouts. Stick to a lighter background with black type.
- Your first slide should contain the AWFS seminar number and title with your name and title. Your last slide should repeat your name and provide your contact information if you choose to share it.
- If you are an exhibitor, company or consultant, your logo should appear only once on the handout, preferably on the last slide with your contact information. Please refrain from putting your personal logos on every handout page.
- Speakers are responsible for obtaining advance approval for the right to use copyrighted materials and trademarks on all printed and AS/V material. Individual advertisements may not be displayed.

Questions? Contact Adria Salvatore at [adria@awfs.org](mailto:adria@awfs.org) or (323) 215-0311  
Submit Handouts by **June 14, 2019** [via Dropbox here](#)