

22nd Annual ACFE Fraud Conference

June 12–17, 2011 ● San Diego, CA

Speaker Guidelines

SAMPLE

Association of Certified Fraud Examiners

716 West Avenue

Austin, TX 78701-2727

+1 (800) 245-3321 (US & Canada)

+1 (512) 478-9000 (all other countries)

www.acfe.com or www.fraudconference.com

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

Speaker Guidelines

The Association of Certified Fraud Examiners (ACFE) has established guidelines for speakers at the 22nd Annual ACFE Fraud Conference in San Diego, CA. These guidelines are designed to create a uniform method of presenting, and also to offer suggestions to assist the speaker in providing a professional presentation. We are providing these guidelines from our collective experience in training thousands of people annually. Failure to meet these guidelines can result in being withdrawn as a speaker from the Conference. Please read the guidelines thoroughly. If you have any questions or concerns, please contact the ACFE staff listed below. You may also contact Allan Bachman directly at (512) 276-8158 or cell phone at (512) 934-4018.

Allan Bachman, Education Manager – abachman@acfe.com

Ashlee Beck-Hanna, Events Planner – ahanna@acfe.com

Dianne Liston, Conference Manager – dliston@acfe.com

Laura Hymes, Research Editor – lhymes@acfe.com

DEADLINE: Upon receipt of guidelines

1. Speaker Guidelines Agreement

This form states that you agree to meet and follow all the guidelines included in this document. After reading the guidelines, please complete the form on page 7 and return it to the ACFE.

DEADLINE: April 4, 2011

2. Conference Presentation Paper and Supplementary Materials

The ACFE requires speakers to submit a Conference Presentation Paper in addition to their PowerPoint slides. Guidelines for writing the Conference Presentation Paper are detailed on page 2. Please make careful note of the requirements. Any questions should be brought to the attention of Laura Hymes at lhymes@acfe.com.

3. Travel and Audio-Visual Requirements

The ACFE will be responsible for making your hotel and travel arrangements. Please DO NOT contact the hotel directly to make reservations but rather use the form on page 8 of these guidelines. You should also use this form to inform ACFE of your audio-visual requirements.

4. Registration Form

Please use the form on page 9 to inform the ACFE of your registration.

DEADLINE: May 2, 2011

5. PowerPoint Presentation

The ACFE requires that you submit your slide presentation by the deadline, even if it is a work in progress, to the ACFE for review. Submit to Laura Hymes at lhymes@acfe.com. If you have changes after the deadline or need to make changes onsite, please bring a copy on a thumb drive or on a CD-Rom to the Conference. Give the updated presentation to an ACFE staff person upon your arrival at the Conference or at least two sessions prior to your presentation to allow us to review, load, and test it before your start time.

DEADLINE: June 30, 2011

6. Expense Report Due

Please submit the attached Expense Report Form along with itemized receipts to the ACFE, Attn: Dianne Liston, 716 West Avenue, Austin, Texas 78701, USA.

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

I. Conference Presentation Paper Guidelines

All speakers are required to submit a Conference Presentation Paper in addition to a PowerPoint Presentation. The Conference Presentation Paper prepared by speakers should contain between eight to twelve pages of information per 80-minute session. Under no conditions will copies of slides meet the requirements of the Conference Presentation Paper. Questions regarding the Conference Presentation Paper submission should be directed to Laura Hymes at lhymes@acfe.com.

We intend for Conference Presentation Papers to be something tangible on which attendees can take notes during the presentation and take away with them to use for future reference. With that goal in mind, we ask that speakers write a paper that provides an overview of the presentation and follows along with the slides. The paper submitted must be an original work. If the material submitted is not an original work, it is the responsibility of the speaker to obtain the necessary permission or authorization to reprint.

Speakers' Conference Presentation Papers will be formatted by the ACFE and distributed to the attendees. Submissions must be received in electronic format, preferably in Microsoft Word. You may e-mail your materials to Laura Hymes at lhymes@acfe.com.

Mechanics of Preparation:

When you submit your Conference Presentation Paper, retain a back-up of your original for your files.

- Do not use a separate title page. We will provide one.
- Do not include note pages. We will provide pages for notes.

Conference Presentation Papers are due by April 4. This allows us time to proofread, format, and prepare them for delivery. We must have your paper in our office by the date specified. **You are responsible for the reproduction and shipping of any materials that are not received by the deadline.** Costs associated with such reproduction and shipping will not be reimbursed without prior approval.

Submitting Supplements to Conference Presentation Papers:

If you would like to supplement the Conference Presentation Paper with other printed material, such as work papers, newspaper articles, exhibits, or books, it is necessary to **obtain approval in advance from the ACFE.** Speakers are requested to send original material whenever possible. Original documents, articles, charts, diagrams, and illustrations greatly enhance the quality of the presentation and the paper. Once again, you are responsible for obtaining permission if you want to use copyrighted materials to supplement your presentation. **Supplements to Conference Presentation Papers are due April 4.**

If you choose to provide additional handouts on-site, we ask that you provide enough copies for ALL attendees in your session. Contact the ACFE to find out the quantity needed and to coordinate shipping. The ACFE will not reimburse you for reproduction on shipping costs unless you receive prior approval.

Please Note: Promotional literature or order information for books, tapes, and other products should **NOT** be included in your handout materials. Contact the ACFE to obtain permission to hand out promotional materials.

Submit your Conference Presentation Paper and questions to:

Laura Hymes, lhymes@acfe.com,

Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext 120

II. PowerPoint Guidelines

Audio-visual aids supplement learning by appealing to a variety of senses and can add to the impact of your presentation. These guidelines should be used as an aid in planning your presentation. If you have any questions concerning your audio-visual needs, please contact the ACFE.

Page 8 of this document includes a checklist of audio-visual equipment. It is imperative that you fill out this checklist to ensure that equipment will be available to you. **Your audio-visual requirements should be sent to the ACFE no later than April 4.** The ACFE's Events Department must adhere to strict deadlines to coordinate all our speakers' needs. Last-minute requests for audio-visual aids may not be accommodated.

The ACFE encourages the use of PowerPoint for presentations and is able to run presentations directly from an ACFE-provided laptop computer. **You must submit a copy of your PowerPoint Presentation to the ACFE in advance for review by May 2.** Please submit a copy to Laura Hymes at lhymes@acfe.com.

If you make changes to your slides after the deadline or need to make changes onsite, please have a copy on a thumb drive or a CD-Rom. Please give the updated presentation to an ACFE staff member at least two sessions prior to your presentation to load and test before your start time.

Tips for PowerPoint Preparation

- You may be speaking before a large audience. Keep in mind those who may not be as close to the screen and make sure the slides are legible from a reasonable distance (10–15 rows from the presenter).
- Make all bullets on the slides short and concise.
- For the maximum effect, use 15 or fewer words on a slide.
- Keep slides simple and bold.
- Limit each slide to one main idea.
- Use two or more simple slides rather than one complicated slide. Keep complex animations to a minimum.
- Use charts and graphs rather than tables to display facts and figures. Visual comparisons can be made more quickly and easily with a graph.
- Don't try to have the most dazzling PowerPoint Presentation. In large audiences, simple works best.
- Be prepared to discuss the bullet points on your PowerPoint slides.
- Do not read the slides to the audience, unless the slide is a mind break (e.g., a cartoon).

Submit your Conference Presentation Paper and questions to:

Laura Hymes, lhymes@acfe.com,

Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext 120

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

III. Presentation Guidelines

To help you prepare for your presentation and understand the expectations of our audiences, we offer the following guidelines, based on our experiences in presenting conferences to our membership.

- **Arrive at the Speaker Ready Room at least 30 minutes before your presentation is scheduled to begin.** The Education Manager, Allan Bachman, will be there to meet with you and provide some last minute updates and information.
- Your presentation and session time is 80 minutes in length. Use your time wisely so you do not have to rush through your material at the end and run over. Do not end your session inappropriately early.
- There are 30 minutes between sessions and you will need this time to locate your room and get set up so you can begin your presentation at the scheduled time. A chapter volunteer or ACFE staff member will be available to assist you.
- Make sure your presentation is representative of what was promoted to the attendees in the Conference brochure. If recent events cause you to divert from the promised agenda, let the audience know what you are doing and why.
- Avoid long introductions, stories, or anecdotes.
- Do not use off-color jokes; sexist remarks; or racial, political, or religious references. Do not use humor at the expense of any members of the audience.
- Be conscious of the professional composition (experience level) of your audience. Your audience will be from different industries, professions, and countries. Also remember that attendees may not be members of the ACFE.
- Encourage audience participation whenever possible and appropriate (depending upon the size of the group). Leave time at the end of your presentation to take questions from the audience, but also feel free to allow questions and discussion points to be raised at any time, as long as they do not serve as a distraction. Do not allow a few audience members to dominate over the many.
- No commercials! Your best “advertisement” is to deliver a professional and relevant presentation. The purpose of the conference is to educate.
- Be available following your presentation, either in the session room or outside in the foyer. Whenever possible, please be accessible and responsive to attendees.
- Speaker copies of evaluation forms will be available at the Registration Desk after your session. Please allow time for the ACFE staff to coordinate all evaluations and separate them for pick up. If you are doing a second session it is very important to pick up your suggestions because they might improve the session.
- During your session please use the microphone provided regardless of how you think your voice will carry.

Questions from the Audience

Every session should allow at least ten to fifteen minutes for questions from the audience. Generally, the question period should be scheduled at the end of each session, although some speakers prefer to take questions throughout their presentation. **It is important that you repeat or rephrase each question before answering so all attendees can hear what is being asked.** This will make your answer meaningful to the entire audience and is essential if the session is being recorded. Please use your judgment when responding to questions that focus on solving a specific problem for only one participant and may not be of interest to the majority of the participants. Often, questions of this nature would be handled more effectively in a private discussion. Do not hand the microphone over to an attendee. If necessary, hold it for that person for all to hear, but do not allow the microphone to leave your direct control. Provide everyone who wants to ask a question with an opportunity to do so. Do not let a few individuals dominate and commandeer the presentation for their own purposes. You can always defer a question with a simple “can we talk about that offline at the break?”

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Attire

The Conference attire is business casual.

Scheduling

Each session during the conference is 80 minutes in duration, with a 30-minute break between each session. A continental breakfast is available daily. In addition, the ACFE will host a working lunch on June 13 and 14. The Conference concludes at 4:50 p.m. on June 13–14 and at 12:30 p.m. on June 15.

Punctuality is required. Since the ACFE is an approved provider of continuing education for several professional associations and institutes, it is required that we provide a minimum of 50 minutes of instruction for every hour scheduled. ACFE-sponsored events will always adhere to this standard. It is, therefore, necessary that each speaker follows the schedule. Again, please do not dismiss sessions early and do not go over the scheduled end of the session. In no instance shall a class be allowed to run late.

Attending the Conference

As a speaker, your Conference registration fees are waived for the Main Conference only, June 13-15. In addition, each speaker may request (1) complimentary ticket to the Tuesday Night Reception. Speakers interested in attending the Pre- and/or Post-Conference sessions may do so but will be invoiced the appropriate registration fee(s). Please keep in mind that you will be required to pay for your hotel accommodations that extend past the day(s) of your presentation.

Please complete the Registration Form on page 9 to confirm your registration.

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

IV. Travel, Hotel, and Expense Reimbursement

The ACFE will make arrangements based on the information provided on your **Travel Requirement Form** located on page 8. The ACFE will pay for travel to and from the Conference location. The ACFE will reimburse you for the most economical mode of travel (economy-class air or car). Rental cars are not allowed without advanced written permission from the ACFE.

The ACFE will also make arrangements for your hotel accommodations. Please do not contact the hotel directly. You will receive confirmation of your room reservation shortly before the Conference. If you need to change your hotel reservation, please contact the ACFE immediately. Keep in mind that hotel reservations are subject to availability and, therefore, last-minute changes cannot be guaranteed.

Your hotel room and tax will be billed to the ACFE. You are entitled to one night's accommodation at the hotel for each day you are required to speak. We will take into consideration additional nights to accommodate travel and other circumstances as warranted. If a flight with reasonable flight times is available, you will be expected to depart the day your presentation concludes. If you wish to extend your stay, you will be responsible for additional room nights, taxes and incidentals. Please contact Ashlee Beck-Hanna at ahanna@acfe.com with any questions.

If you choose to make your own travel arrangements, you must notify the ACFE prior to purchasing tickets. Once approval is obtained, you will need to submit a copy of your itinerary to the ACFE as soon as it is confirmed. Speakers living within an 80 mile radius of the Conference site are considered to not need travel or hotel arrangements. Please contact the ACFE if you have any questions.

Hotel and travel arrangements must be submitted by April 4.

Other reasonable expenses such as meals and ground transportation will be reimbursed through submission of your expense report. Please attach all itemized receipt to the report. Expenses that are submitted for reimbursement without a receipt are subject to management's approval. **As a guideline the ACFE uses the daily per diem rate set by the U.S. Department of State. For San Diego the current per diem rate for meals and ground transportation is estimated at \$82.00.** This rate is to be used as a guideline in case you are not sure what an appropriate spending limit is. However, we realize your actual expenses may vary from these guidelines and simply ask that you use good judgment in determining what is reasonable spending. **The ACFE will only reimburse expenses for meals that are not provided during the conference.**

Completed expense reports, along with itemized receipts are due no later than June 30, 2011. Please submit your expense report to the ACFE, Attn: Dianne Liston, Conference Manager, 716 West Avenue, Austin, Texas 78701, USA or dliston@acfe.com.

Submit your Travel and Audio Visual Requirements to:

Ashlee Beck-Hanna, ahanna@acfe.com,

Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext 121

Fax: +1 (512) 276-8121

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

22nd Annual ACFE Fraud Conference & Exhibition Speaker Guidelines Agreement

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned speaker ("Speaker") agrees to the following:

1. The Speaker represents that he/she has read the attached guidelines and agrees to comply with all terms therein, including without limitation all deadlines provided by the ACFE for written or electronic handout materials, audio-visual presentations, audio-visual equipment requests, etc. Failure to do so may result in the ACFE withdrawing the offer to speak at the Conference.
2. The rights granted in this Agreement refer to the Speaker's entire presentation, including but not limited to the spoken words of the Speaker, any accompanying audio-visual or electronic presentations, and any accompanying written or electronic handout materials (hereinafter referred to singularly and collectively as the "Work"). The copyright in the Work will be retained by the Speaker.
3. The Speaker grants to the Association of Certified Fraud Examiners, including all subsidiaries, affiliates and successors thereof (hereinafter referred to singularly and collectively as "ACFE"), a non-exclusive, worldwide, royalty-free license and release to reproduce, reprint, publish, distribute, translate, transmit, film, record, and broadcast the Work in all languages. The rights granted extend to all forms of media, including but not limited to print, electronic and Internet distribution. ACFE shall give proper authorship acknowledgment to Speaker in connection with any use or promotion of the work. Speaker also authorizes ACFE and its designees to use the Speaker's name, likeness, photograph, and biographical information in connection with its use and promotion of the Work.
4. The Speaker represents and warrants to ACFE that the Work is the Speaker's own original work; that the Speaker is the sole owner of the Work and all of the rights herein granted; that the Speaker has the full right and power to make this release and license; that the work does not violate any copyright, proprietary, intellectual property or personal rights of others; and that the work is factually accurate and contains no matter defamatory or otherwise unlawful.
5. It is understood that, other than the good and valuable consideration received for this release and license, the Speaker has not received nor will he/she receive any royalty or other monetary compensation from ACFE or its designees for the rights granted hereunder and the subsequent use of the work by the ACFE and its designees.

Date: _____ Signature: _____

Name: _____ Designations: _____

Title: _____ Company: _____

Work Home

Address: _____ Email: _____

_____ Phone: _____

City: _____ State: _____ Zip: _____ Fax: _____

Is there someone we can contact who can help with arrangements in your absence?

Name: _____

Phone: _____

Email: _____

Submit this form upon receipt to:
Ashlee Beck-Hanna, ahanna@acfe.com,
Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext 121
Fax: +1 (512) 276-8121

ASSOCIATION OF CERTIFIED FRAUD EXAMINERS

22nd Annual ACFE Fraud Conference & Exhibition
Travel & Audio-Visual Requirements

Please Print:

Name: _____

I Prefer:

- to make my own travel arrangements. (Attach proposed itinerary and cost for approval.)
- that the ACFE make my travel arrangements: Below are my flight preferences.

Flight Preferences:

Arriving:

Departing:

Date: _____

Date: _____

Time of Day: _____

Time of Day: _____

Departure Airport: _____

Hotel Accommodations:

Arrival Date: _____

Departure Date: _____

Special Needs: *(please list in detail)* _____

Each meeting room will be equipped with the following audio-visual equipment:

- (1) Wireless lavalier microphone
- (1) LCD projector
- (1) Screen
- (1) ACFE Laptop

No thank you, I prefer to use my personal laptop.

Does your presentation include any sound clips or videos? _____

Please indicate any additional items you would like to request for your presentation. *(Describe in detail)*

Submit this form before April 4 to:

Ashlee Beck-Hanna

ahanna@acfe.com

Tel: +1 (800) 245-3321

Tel: +1 (512) 478-9000, ext 121

Fax: +1 (512) 276-8121

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22nd Annual ACFE Fraud Conference & Exhibition Registration Form

As a speaker, your conference registration fees are waived for the Main Conference only, June 13-15. Speakers interested in attending a Pre- and/or Post-Conference session may do so but will be invoiced the appropriate registration fee(s). However, please keep in mind that you will be required to pay for your hotel accommodations that extend past the day(s) of your presentation.

Pre-Conference:

- Yes, I will be attending the Pre-Conference, on June 12. (Choose one)
 - Effectively Using Social Networks and Social Media in Fraud Examinations
 - Advanced Interviewing: Detecting Deception in Words
- No, I will not be attending the Pre-Conference.

Main Conference:

- Yes, I will be attending the Main Conference, on June 13-15.
- No, I will not be attending the Main Conference.

Post-Conference:

- Yes, I will be attending the Post-Conference, on June 16-17. (Choose one)
 - Auditing/Investigating Fraud Seminar
 - Fraud Risk Management
 - Money Laundering: Tracing Illicit Funds
- No, I will not be attending the Post-Conference.

Attendee Networking Reception:

- Yes, I would like (1) complimentary ticket to the Attendee Networking Reception, on June 14.
- No, I will not be attending the Networking Reception.

*** Once your registration is processed, you will receive an email confirmation with details on how to select your breakout sessions.**

Printed Name: _____

Authorized Signature: _____

Submit this form before April 4 to:

Ashlee Beck-Hanna

ahanna@acfe.com

Tel: +1 (800) 245-3321

Tel: +1 (512) 478-9000, ext 121

Fax: +1 (512) 276-8121