Association of Certified Fraud Examiners

27th Annual ACFE Global Fraud Conference

Speaker Guidelines and Agreement

Checklist:
This packet contains details about each of the following speaker expectations, but this checklist is a quick reference for you.
☐ Signed Speaker Agreement (page 4) returned to Allan Bachman upon receipt
☐ Conference Presentation Paper submitted to Allan Bachman by April 11, 2016
☐ Travel and Audio-Visual Forms (page 10) returned to Monica Eeds by April 11, 2016
☐ Registration Form (page 11) returned to Monica Eeds by April 11, 2016
☐ Media Spokesperson Form (page 12) returned to Sarah Hofmann by April 11, 2016
☐ Presentation PowerPoints submitted to Allan Bachman by May 2, 2016
☐ Expense Report (file attached to email) and itemized receipts submitted to Dianne Liston by June 30, 2016

• The following forms (pages: 4, 10, 11, & 12) can be completed using Microsoft Word.
• The information and check boxes can be completed directly in this document (please select only a single reply).
• After you have completed a section you may send the entire document no later than the respective due date.
• If you have any questions please contact Allan Bachman, ABachman@ACFE.com
27th Annual ACFE Global Fraud Conference
Speaker Guidelines

The Association of Certified Fraud Examiners (ACFE) has established guidelines for speakers at the 27th Annual ACFE Global Fraud Conference. 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. Failure to meet these guidelines can result in being withdrawn as a speaker from the Conference.

As a confirmed speaker at this year’s Global Fraud Conference we ask you to 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 +1(512) 276-8158 or cell phone at +1(512) 934-4018. If you do not feel you can meet these requirements, notify us immediately so that we may find a suitable replacement.

Key Staff Contacts/Responsibilities
Allan Bachman, CFE, Education Manager – ABachman@ACFE.com +1(512) 276-8158 or cell phone at +1(512) 934-4018
Speaker selection, confirmation, coordination, and agreements; conference content (conference presentation paper and PowerPoint slides); onsite conference speaker liaison; and post-conference speaker evaluations

Monica Eeds, Events Planner – MEeds@ACFE.com +1(512) 478-9000, ext. 165
Travel and accommodations arrangements, conference registrations, and A/V requirements

Dianne Liston, CFE, Conference Manager – DListon@ACFE.com +1 (512) 478-9000, ext. 118
Conference logistics and speaker expense reports

Laura Hymes, CFE, Managing Editor – LHymes@ACFE.com +1 (512) 478-9000, ext. 120
Final review and format of conference presentation papers and PowerPoints; conference speaker ready-room staff

Sarah Hofmann, Public Relations Specialist – SHofmann@ACFE.com +1 (512) 478-9000, ext. 324
Media form

Speaker Guidelines Agreement: DEADLINE: Upon receipt of guidelines
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 4 and return it to Allan Bachman at ABachman@ACFE.com.

Conference 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 on page 5 (a formatted sample paper is available upon request). Please make careful note of the requirements. Any questions should be brought to the attention of Allan Bachman at ABachman@ACFE.com. Papers are due no later than the date above and should be sent to Allan Bachman at ABachman@ACFE.com.

2. PowerPoint Presentation DEADLINE: May 2, 2016
The ACFE requires that you submit your slide presentation to the ACFE for review, even as a work in progress, no later than the deadline set forth above. Submit to Allan Bachman at ABachman@ACFE.com. See the guidelines on page 6 for further information. The ACFE does not require a conference PowerPoint template, but one can be provided upon request.
If you have changes after the deadline or need to make changes onsite, bring a copy of your slides on a thumb drive to the Conference. Give the updated presentation to an ACFE staff person in the speaker ready room at least two sessions prior to your presentation to allow us to review, test, and deploy it before your start time.

Travel and Audio-Visual Requirements & Conference Registration: DEADLINE: April 11, 2016

1. Travel and Audio-Visual Requirements
   The ACFE will make your hotel and travel arrangements. Please DO NOT contact the hotel directly to make reservations; instead use the form on page 10 of these guidelines.

   You should also use this form to inform ACFE of any audio-visual requirements for your presentation. Submit to Monica Eeds, at MEeds@ACFE.com

2. Registration Form
   If you plan on attending the Main Conference Pre-Conference and or Post-Conference sessions, please use the form on page 11 to register. Submit to Monica Eeds, at MEeds@ACFE.com

Other Forms
   Media Spokesperson Form: April 11, 2016
   1. Media Spokesperson Form
       Please submit the Media Spokesperson Form on page 12 to Sarah Hofmann at SHofmann@ACFE.com

   Speaker Expense Report: June 30, 2016
   2. Expense Report
       Please submit the attached Expense Report Form along with all itemized receipts to the ACFE, Attn: Dianne Liston, 716 West Avenue, Austin, Texas 78701, USA, or by email at DListon@ACFE.com.
27th Annual ACFE Global Fraud Conference
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:

Name of conference: 27th Annual ACFE Global Fraud Conference June 12–17, 2016
Location: ARIA Resort & Casino, 3730 Las Vegas Blvd, 89158

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 materials, audio-visual presentations, audio-visual equipment requests, etc.

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 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, successors and assigns thereof (hereinafter referred to singularly and collectively as “ACFE”), a perpetual, non-exclusive, worldwide, fully paid, royalty-free license and release to record, film, reproduce, reprint, translate, publish, distribute, broadcast, stream, display, sell, license, transmit, or otherwise transfer 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. Speaker agrees to indemnify and hold harmless ACFE from and against any and all claims, demands, causes of action, damages, fines, penalties, costs or expenses (including reasonable attorney’s fees) arising out of or in connection with the foregoing representations and warranties, or from ACFE’s exercise of rights granted herein.

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: Click here to enter text.  Signature: Click here to enter text.
Name: Click here to enter text.  Designations: Click here to enter text.
Company: Click here to enter text.  Title: Click here to enter text.
Phone Work: Click here to enter text.  Mobile: Click here to enter text.
Other: Click here to enter text.  Preferred Email: Click here to enter text.
Address: Click here to enter text.  City: Click here to enter text.
State: Click here to enter text.  Postal Code: Click here to enter text.

Submit this form upon receipt to:
Allan Bachman ABachman@ACFE.com
+1 (800) 245-3321 +1 (512) 276-8158 (office) +1 (512) 934-4018 (mobile)
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 should contain between 8–12 pages. 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 Allan Bachman at ABachman@ACFE.com. Upon request, an ACFE formatted sample paper is available for review.

We intend for Conference Presentation Papers to be a tangible resource that attendees can use to take notes during the presentation and keep 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 original, it is the speaker’s responsibility to obtain the necessary permission or authorization to reprint.

Speakers’ Conference Presentation Papers will be formatted by the ACFE and made available in advance of the conference to the attendees. Submissions must be received no later than the deadline in electronic format. You may email your materials to Allan Bachman, at ABachman@ACFE.com.

Mechanics of Preparation:
There is no need to do any formatting beyond the writing of the paper. The ACFE will provide title and bio pages, as well as suitable pages for note taking.

Conference Presentation Papers are due by April 11, 2016. This allows us time to proofread, format, and prepare them for the conference including a final review by the speaker. We must have your paper by the date specified.

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. Suplements to Conference Presentation Papers are also due April 11, 2016.

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

Submit your Conference Presentation Paper by April 11, 2016 to:
Allan Bachman ABachman@ACFE.com
+1 (800) 245-3321 +1 (512) 276-8158 (office) +1 (512) 934-4018 (mobile)
II. PowerPoint Guidelines

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, 2016.** Please submit to Allan Bachman ABachman@ACFE.com.

If you make changes to your slides after the deadline or need to make changes onsite, bring a copy of your slides on a thumb drive or a CD-ROM to the Conference. Please give the updated presentation to an ACFE staff member in the speaker ready room at least two sessions prior to your presentation to allow us to review, test, and deploy it before your start time.

**Tips for PowerPoint Preparation**
- You might be speaking before a large audience (150 or more attendees). Keep in mind those who are far from the screen and make sure your slides are legible from a reasonable distance (10–15 rows from the presenter).
- Do not read the slides to the audience, unless the slide is a mental break (e.g., a cartoon).
- Make all bullets on the slides short and concise. Be prepared to discuss the bullet points on your slides.
- 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.

**Submit your PowerPoint Presentation by May 2, 2016 to:**
Allan Bachman ABachman@ACFE.com
+1 (800) 245-3321 +1 (512) 276-8158 (office) +1 (512) 934-4018 (mobile)
III. Presentation Guidelines

Instructional/Audience Level:
A copy of your proposal—including instructional level—was recently sent to you with confirmation that you are speaking at our conference. It is critical that conference materials (Conference Presentation Papers, PowerPoint slides, and the live presentation) reflect the instructional level that has been assigned to your presentation. Please read the guidelines below carefully, contact Allan Bachman if you have concerns about your instruction level. These guidelines are from the National Association of State Boards of Accountancy (NASBA).

- **Advanced:** Program knowledge level most useful for individuals with mastery of the particular topic. This level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. Advanced-level programs are often appropriate for seasoned professional within organizations; however, they may also be beneficial for other professional with specialized knowledge in a subject area.

- **Intermediate:** Program knowledge that builds on a basic program, most appropriate for CFEs (and others) with detailed knowledge in an area. Such persons are often at a mid-level within an organization, with operational and/or supervisory responsibilities.

- **Basic:** Program knowledge level most beneficial to CFEs (and others) new to a skill or attribute. These individuals are often at the staff or entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the area.

- **Overview:** Program knowledge level that provides a general review of the subject area from a broad perspective. These programs may be appropriate for professionals at all organizational levels.

Session 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 attendees.

- Your presentation and session time is 75 minutes long. Use your time wisely so you do not have to rush through your material at the end or run over or worse end prematurely.

- Familiarize yourself with the facility when you arrive; locate the room where you will be speaking, restrooms, and break locations in advance.

- There are 30 minutes between sessions. Use this time to get set up in your presentation room so you can begin at the scheduled time. A chapter volunteer and/or ACFE staff member will be in the room 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 and why. It is very important to understand and adhere to the promoted educational level during the entire presentation.

- 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 experience level of your audience. Members will be from different industries, professions, and countries. All attendees might not be members of the ACFE.

- Encourage audience participation whenever possible and appropriate (depending upon the size of the group).

- No commercials for your organization or services. Your best “advertisement” is to deliver a professional and relevant presentation. The primary purpose of the conference is to educate.
• Be available following your presentation, either in the session room or outside in the halls or foyer. Whenever possible, please be accessible and responsive to attendees.
• During your session please use the microphone provided regardless of how you think your voice will carry.
• Leave only about ten minutes at most for questions and answers, it is up to the individual speaker as to whether they will take questions during the session or ask for only questions at the end.

Questions from the Audience
Though questions are encouraged throughout, every session should allow at least some time at the end for questions from the audience. It is important that you repeat or rephrase each question before answering so all attendees can hear what has been asked. Doing so will make your answer meaningful to the entire audience. Please use your judgment when responding to questions that focus on solving a specific problem for only one participant and might not be of interest to the majority of the participants. Often, questions of this nature should be handled in a private discussion. Do not hand the microphone over to an attendee; hold it for the questioner 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?”

Attire
The Conference attire is business casual.

Scheduling
Conference sessions are 75 minutes with a 30-minute break between each session. A continental breakfast is available daily. In addition, the ACFE will host a working lunch on Monday and Tuesday, June 13 and 14. The Main Conference concludes at 12:20 p.m. on Wednesday, June 15, 2016.

Punctuality is required. Since the ACFE is an approved provider of continuing education for other professional associations, it is required that we provide a minimum of 50 minutes of instruction for every CPE credit hour scheduled. ACFE-sponsored events will always adhere to this standard. It is, therefore, necessary that each speaker follows the schedule by beginning and ending on time. 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.
IV. Travel, Hotel, and Expense Reimbursement

The ACFE will make all travel arrangements based on the information provided on your Travel Requirement Form located on page 10. The ACFE will pay for reasonable roundtrip 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 and private car services are not allowed.

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 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 Monica Eeds MEeds@ACFE.com with any questions.

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

Submit your hotel and travel arrangements by April 11, 2016.

Monica Eeds
MEeds@ACFE.com
+1(512) 478-9000, ext 165

Other reasonable expenses such as meals and ground transportation will be reimbursed through submission of your expense report. Please attach all itemized receipts to the report. Expenses that are submitted for reimbursement without an itemized receipt may not be reimbursed by the ACFE. As a guideline the ACFE uses the daily per diem rate set by the U.S. General Services Administration (http://www.gsa.gov/portal/category/100120). For Las Vegas the current per diem rate for meals and ground transportation is estimated at $93USD. 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, 2016.

Submit your expense report by June 20, 2016 to
ACFE, Attn: Dianne Liston, 716 West Avenue, Austin, Texas 78701, USA
DListon@ACFE.com +1 (512) 478-9000, ext 118.
27th Annual ACFE Global Fraud Conference  
Travel & Audio-Visual Requirements

Name: Click here to enter text.

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: Click here to enter text.  
- Departing: Click here to enter text.  
- Date: Click here to enter text.  
- Date: Click here to enter text.  
- Time of Day: Click here to enter text.  
- Time of Day: Click here to enter text.  
- Departure Airport: Click here to enter text.

Hotel Accommodations:
- Arrival Date: Click here to enter text.  
- Departure Date: Click here to enter text.  
- Special Needs: (list in detail) Click here to enter text.

Each presentation room will be equipped with: (1) Wireless lavaliere microphone,(1) LCD projector,(1) Screen, and(1) ACFE laptop.

☐ I prefer to use my personal laptop (select the type below).  
☐ PC laptop (operating system version): Click here to enter text.  
☐ Mac laptop (operating system version): Click here to enter text.

Does your presentation include any embedded sound clips or videos?  
☐ Yes  
☐ No

Indicate any additional items you would like for your presentation. Please note that we may not be able to honor all requests. (Describe in detail) Click here to enter text.

Submit this form by April 11, 2016 to:
Monica Eeds MEeds@ACFE.com  
Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext.165 Fax: +1 (512) 276-8188
27th Annual ACFE Global Fraud Conference
Main, Pre-Conference, and Post Conference
Registration Form

As a speaker, your conference registration fees are waived for the Main Conference only, June 13–15, 2016. Speakers interested in attending the Pre-Conference and/or Post-Conference session may do so, but will be invoiced the appropriate registration fee. However, please keep in mind that you will be required to pay for your hotel accommodations that extend beyond the day(s) of your presentation.

Main Conference:
☐ Yes, I will be attending the Main Conference on June 13–15, 2016.

Pre-Conference:
☐ Yes, I will be attending the Pre-Conference June 12, 2016.
☐ Mindset of the Fraudster: What We've Learned in 25 Years of Interviewing J. Gill
☐ Using Ratio Analysis in Your Fraud Examination G. Zack
☐ A Different Approach to Investigative Interviewing J. Davison

Post Conference:
☐ Yes, I will be attending the Post-Conference June 16–17, 2016.
☐ Auditing / Investigating Fraud Seminar B. Kessler & J. Turner
☐ Protecting Against Data Breaches & Cyber Fraud C. Moore
☐ Controlling the Risk of Asset Misappropriation A. Brown

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

Printed Name: Click here to enter text.

Authorized Signature: __________________________________________________________

Submit this form by April 11, 2016 to:
Monica Eeds MEeds@ACFE.com
Tel: +1 (800) 245-3321 or +1 (512) 478-9000, ext.165 Fax: +1 (512) 276-8188
The ACFE is looking for experts and leading fraud fighters to be media spokespersons for various coverage opportunities. Please complete this form to let us know if you are willing to serve as a resource to the media. Questions or concerns regarding media participation may be directed to Sarah Hofmann, ACFE Public Relations Specialist at (512) 478-9000, ext. 324 or email SHofmann@ACFE.com.

Printed name: Click here to enter text.
Primary location (city): Click here to enter text.

Are you willing to make media appearances or give media interviews on behalf of the ACFE?
☐ Yes — if yes, please continue the questionnaire.
☐ No — if no, please do not continue the questionnaire.

What areas of expertise are you comfortable giving comment on to the media? (Check all that apply)
☐ Awareness/Prevention
☐ Cybersecurity/Cyber fraud
☐ Disaster fraud
☐ Governmental fraud
☐ Investigation/Remediation
☐ Mortgage fraud
☐ Risk/Compliance
☐ Tracing/Recovering Hidden Assets
☐ Other, please describe: Click here to enter text.
☐ Consumer/Credit card fraud
☐ Data breaches
☐ Ethics
☐ Insurance fraud
☐ Legal issues
☐ Nonprofit fraud
☐ Securities fraud/Insider trading
☐ Vendor fraud
☐ Corruption/Bribery
☐ Deterrence
☐ Financial statement fraud
☐ Intellectual property
☐ Money laundering
☐ Procurement/Contract fraud
☐ Small business fraud

Do you have any experience with television or video appearances? ☐ Yes ☐ No
Do you have any experience with print or radio interviews? ☐ Yes ☐ No
Do you have any restrictions that would preclude you from being able to perform a media interview (security/privacy concerns, employment restrictions, etc.)? ☐ Yes ☐ No
If yes, please briefly explain: Click here to enter text.

Do you want to be notified before the ACFE gives your information to anyone in the media? ☐ Yes ☐ No
Can we display your name, headshot, and areas of expertise on the ACFE website? ☐ Yes ☐ No

What is your preferred way for media to contact you? (Check all that apply and please provide the information)
☐ Office email: Click here to enter text.
☐ Personal email: Click here to enter text.
☐ Office phone: Click here to enter text.
☐ Personal phone: Click here to enter text.

Please add any additional comments or pertinent information here: Click here to enter text.

Thank you! ACFE staff will contact you for more information if needed.