

# Program Planners/Moderators Guidelines

2019 Wichita Workshop on  
Appraisal for Ad Valorem Taxation of  
Communications, Energy and Transportation Properties

The Workshop is meant to be an educational forum where speakers and participants can engage in a meaningful exchange of ideas and opinions. As the Moderator, you are charged with the responsibility of seeing to it that your session(s) fulfills this objective. The guidelines outlined below are important to fulfilling the objective of the Wichita Workshop Program.

The success of individual sessions is directly related to the planning and close cooperation and communication between the moderator(s) and speaker(s).

## Planning Your Session

- First conceptualize and plan the details of your session. Do this before contacting your speaker(s). By doing so, your speaker(s) will better understand what is expected, and can better address the objectives of the session.
- Draft an informative title that describes the content of the session.
- You have an obligation to the attendees to insure that the program (depending on the topic) is balanced in terms of opposing views. If there are alternative views on a particular topic, it is imperative that all sides of the issue are addressed. If they cannot or will not be addressed in that session, explain to the audience that this is only one opinion and briefly outline the other opinion or the source of the opposing view.

## Contacting Speakers

- Once your session is conceptualized, potential speakers should be identified and contacted to explain the session, ask for their participation, and get their commitment.
- Speakers are expected to fund their own travel, lodging, and other expenses for the conference. If a speaker you select is unable to fund their trip, contact the Conference Chair, Rick LeCompte, *before* you make any commitments. Rick will discuss with you if the speaker's presence at the conference is substantial enough to warrant the conference reimbursing them. **Speaker reimbursements are not automatic and will not be approved without prior approval from Rick.**
- As soon as you have your speaker(s) committed, contact Pat McLeod at [pat.mcleod@wichita.edu](mailto:pat.mcleod@wichita.edu) or 316-978-5353 and report the full name, title, organization, address, phone, fax, and email of each speaker, as well as the final title of your session.

**The deadline for titles and speakers' names is March 29, 2019.** Names not received by the

deadline may not appear in the final brochure.

## Written Materials

- Please make certain your speakers understand that it is their decision if they want their presentation handed out to the participants prior to the presentation or wait and have it available for download off the website or at the registration desk during the conference.
- **No later than June 3, 2019**, please send a one paragraph biography for all Moderators for your session to [meldonham@gmail.com](mailto:meldonham@gmail.com) . **If you wish to use your bio from last year, please let Melissa know as soon as possible.**
- Please send each speaker a copy of "Guidelines for Speakers." These guidelines are also available on the conference web site [www.appraisal.wichita.edu](http://www.appraisal.wichita.edu) but we ask that you send each speaker a copy of them also.
- If your speaker wants their presentation printed to handout, the deadline for submitting speaker conference materials is **July 8, 2019**. (If the speaker has an extensive paper or case related to the presentation, these can be put on the website.) These should be sent by you or the speaker to [meldonham@gmail.com](mailto:meldonham@gmail.com) They can also be mailed to Melissa Donham, CMD, 1845 Fairmount, Wichita, KS 67260-0086.
- Ask the speaker to send you a copy of their materials prior to July 8. Familiarize yourself with them and make certain they meet the guidelines for the conference and can be easily seen/understood by the audience. They should have their presentation on the provided Workshop template. Please coach them to make changes if you think their slides will be difficult to see in a large auditorium. All of the rooms are equipped with PowerPoint and video capabilities.

## Moderating the Session

- You are responsible for coordinating and moderating the actual presentation. You should spend time "setting the stage" for the presentation -- outlining the major issues being discussed, contrasting professional opinions, and disclosing any particular activities or position relevant to the presentation. An example would be to disclose that the speaker was the lead rebuttal witness in the XYZ case. (Please be cautious if you choose to "editorialize" or introduce your opinion into the session. Disclose your remarks as personal or professional opinions if they are not shared universally as fact.)
- Introduce each speaker just before each one speaks.
- Additionally, **you need to carefully control the timing of presentations to allow each speaker equal time, if appropriate, as well as time for audience discussion and questions at the end.** (When confirming your speaker, make certain they know how much time is allotted for their presentation).

- There will be microphones available to take into the audience, so please ask at least one other person, preferably a member of the Planning Committee, (two people if you are presenting in the large Room 208) to help you with questions so you can remain on stage. As the moderator, please repeat the question to make certain that everyone hears it and that everyone has a clear understanding of the question.

### **After the Conference**

- Following the conference, send thank you notes to all speakers involved in your session and copy Rick LeCompte.

Do not hesitate to contact either Rick LeCompte or Pat McLeod if you have any questions regarding these guidelines.