



WEFTEC® IKE GUIDELINES AND INSTRUCTIONS

Below is a quick reference checklist of all key deadlines. Read the following pages carefully for more information on each of the deadlines.

IMPORTANT DATES TO REMEMBER	
<ul style="list-style-type: none"> Confirmation of Participation Due 	MAY 4
<ul style="list-style-type: none"> WEFTEC Registration Opens 	MAY 5
<ul style="list-style-type: none"> Finalized IKE Title Introduction Upload Due Resume/CV Upload Due Updated List of Author List One Drive Folder for IKE Uploads Opens 	MAY 30
<ul style="list-style-type: none"> License Agreement Electronic Signature Opens Upload Finalized IKE to One Drive Folder IKE Creator Photo Upload Due 	JUNE 4
<ul style="list-style-type: none"> Electronic Signature for Licensee Agreements Due (must be signed by author and all co-authors) 	JUNE 30 9AM EASTERN
<ul style="list-style-type: none"> Pre-WEFTEC IKE Speaker Briefing 	SEPTEMBER 15

For each step of the process, you will receive a new email with instructions (from speakers@wef.org) OR login to the Speaker Ready Room online portal anytime: <https://ww3.aievolution.com/wef2001/>

Detailed information on all the steps are included on the following pages. Unless otherwise noted, all steps are to be completed in the Speaker Ready Room online portal.

Confirmation of Participation**Due: May 4**

You will need to either accept or decline the invitation to submit an IKE video by May 4. Respond to speakers@wef.org with the title of your IKE and let us know if you can participate. This participation is either for speaking or just providing a video. If we do not hear from you by this date, we will assume you do not want to participate and will remove you from the program.

If you want to speak in-person at WEFTEC, we need you to email speakers@wef.org to confirm this by **June 1**.

Conference Registration**Opening May 5**

WEFTEC attendance is not required to present an IKE video, however those speaking should attend. If you plan on speaking you must register and pay the appropriate fees. The easiest way to register and reserve a hotel room is online at www.weftec.org. Register by July 24th to receive the early bird rates.

Upload Speaker Introduction & Resume/CV**Due: May 8**

Please enter an introduction (100 words or less) in the online speaker ready portal. This information will be used in advance publicity for the conference.

We also ask that you upload a current resume or CV. This is required for WEF's use in applying for continuing education credits for the many sessions at WEFTEC. We appreciate your assistance in this matter!

Updating List of Authors & Finalize IKE Title**Due: May 8**

It is critical that the author list is current. Make certain that all authors are included in this space. Most importantly, if you are not the primary author, please click the Manage Speaker/Co-Author button to update this information. The Author will be the person who receives communication from WEF and submits the IKE video.

NOTE: The presentation title and author list will be reflected in the mobile app and onsite program based on the information provided in the online system.

Photo of IKE Primary Author**Due: June 30**

Please upload a .jpg image of your primary author or a group shot of your creators. Please do not submit more than one photo per IKE.

IKE Video Upload to One Drive**Due: June 30**

The final version of your IKE is due on this date! The Committee will review it to make sure that it meets the criteria and is not a sales-pitch. The judging criteria can be found at the end of this document. This deadline is not optional; everyone must undergo the review. If your submission is too much of a commercial for a specific product, technology, or service; you will be asked to resubmit or withdraw.

NOTE: Only upload the final version of the IKE. No edits will be accepted after this deadline.

To upload the submission, please look for an email with a link and instructions from speakers@wef.org. We will be using Microsoft's OneDrive and you will need to register with Microsoft if you do not currently have a Microsoft Live Account. After you receive the email, if you have any questions, please email speakers@wef.org.

IKE Questions for Session**Due: June 30**

Please provide 2-3 questions regarding your IKE that you can be prepared to answer during your IKE session at WEFTEC. The goal of these questions is to help provide some interaction between your IKE and the audience, leading to additional audience questions and participation. You will submit these questions to Microsoft's OneDrive along with your video.

License Agreement**Due: June 30**

The primary author and all co-authors will need to sign an electronic release. This is not a full copyright agreement form but rather a license agreement form. We need each co-author to sign this form. The IKE producer will retain the copyright to their work(s). The form just ensures that the copyright belongs to the organization submitting the IKE, and it gives WEF permission to share the IKE through social media, our websites, and at WEFTEC.

NOTE: If WEF does not receive a signed license agreement form from each author with the title of the IKE and all authors listed, we will not be able to show your IKE at WEFTEC or put it on any of WEF's online channels.

Video Creation and Guidelines

Education First! The purpose of an IKE is to introduce attendees to the best and brightest ideas in our industry. IKE videos need to put the audience first and self-promotion last. Videos that are deemed to be “sales pitches” may be removed from rotation. So, what is a sales pitch? Something that puts self-promotion first, lacks in technical details, and leaves the audience without a take-away.

Embrace....

- Case studies - show the audience where and how it’s been used
- The theory behind it – our audience is smart and likes the science behind it
- Applications – how it can be applied within the wastewater industry
- Lessons learned – help the audience start at square two instead of square one
- Showing, not telling – illustrations, video of application in motion

Stay away from...

- Hard sales pitches - “Buy our product because...”
- Product placement - Showing labels and logos
- Delivery options (shipping)
- Cost to buy (Different from comparative costs of technology)

IKE Guidelines

- IKEs featuring a product must be informational rather than promotional. In other words, no sales pitch (If it is, WEF reserves the right to remove from the program)
- Maximum of 5 minutes
- Sound is required. Between 55-60 decibels would be great.
- No internet will be provided
- Please make sure all video files are imbedded within the IKE and can run on their own without prompting
- Needs to be able to function within Microsoft Windows-based system, Windows Media Player
- Subjects shown in videos should have given the IKE producer permission or “informed consent”
- WEF will not consider media it identifies as obscene, provocative, inaccurate, or otherwise containing objectionable content.

Speaking at WEFTEC

WEF will be dividing those that wish to present at WEFTEC into groupings to have time to present and discussion. As the goal of these is to create interaction, you will be encouraged to stimulate discussion with your brief presentation. After videos are uploaded, WEF staff will assign those who are presenting a final presentation time. The breakdown is listed below:

1:30-2 - Technical

2-2:30 –Technical

2:30 - 3 R&D

3-3:30 - BREAK

3:30-4 - Public Outreach

4-4:30 - Utility Management

4:30-5 - Thought Leadership/Regulatory

Pre-WEFTEC Briefing

To help facilitate your understanding of how this session works at WEFTEC and how the speaking portion will be structured, we are organizing a call with all IKE participants, the IKE Committee, and WEF Staff to outline plans and answer any questions you may have.

Please register for IKE Pre-WEFTEC Briefing on Sep 15, 2020 11:30 AM EDT at:

<https://attendee.gotowebinar.com/register/5283560597207912206>

After registering, you will receive a confirmation email containing information about joining the webinar.

STAFF CONTACT INFORMATION

If you need assistance from the WEF staff, don't hesitate to contact us.

General Questions by email to: speakers@wef.org

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