

WEFTEC[®] IKE INFORMATION 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. *Please note that **this is not a speaking role** – your IKE video will be played during the session, and you are invited to attend but not required.*

Note that everything listed below must be provided electronically to WEF using our [speaker portal](#) unless otherwise indicated. WEF will help guide you through the process with email reminders and instructions.

- **April 17:** Confirm participation to speakers@wef.org
- **April 25 – May 30:** Update list of co-authors (if applicable) and IKE title
- **April 25 – May 30:** Enter bio and upload CV
- **June 4-28:** Electronic signature by primary author and all co-authors for the License Agreement
- **June 4:** Submit the following materials using OneDrive:

You will receive an email on May 30th with an invitation to the OneDrive Folder to upload your IKE.

- Final IKE- submitted in accordance with guidelines below for judging
 - Upload a photo of the IKE creator
- **Date TBD, September 2018:** Participate in a pre-WEFTEC Briefing

Confirmation of Participation

Due: April 17

You will need to either accept or decline the invitation to submit an IKE video by April 17. Respond to speakers@wef.org with the title of your IKE and let us know if you can participate. 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.

Conference Registration

Available April 17

WEFTEC attendance is not required to present an IKE video, but you must register and pay the appropriate fees if you plan to attend the IKE session at WEFTEC. The easiest way register and reserve a hotel room is online at www.weftec.org.

Speaker Biography & Uploading of CV

Due: May 30

Please enter a biography (100 words or less) in the appropriate place in the online system. This information will be used in advance publicity for the conference. If you entered one last year, please just update it if necessary - it needs to be a generic bio and shouldn't be session specific.

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/Confirmation IKE Title

Due: May 30

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.

Remember that this is NOT a speaking role – the Author will be the person who receives communication from WEF and submits the IKE video.

Please 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.

License Agreement

Due: June 28

The primary author and all co-authors will need to sign an electronic release. WEF will send an email to the author and all co-authors on June 4. Note that 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.

Please 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.

Items Due June 4

You will receive a link via email to OneDrive on May 30th

Photo of the primary author

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

Your IKE is due on this date for judging! 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.

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.

Video Creation and Guidelines:

Education First! The purpose of 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.

Pre-WEFTEC Briefing

To help facilitate your understanding of how this session works at WEFTEC, 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. Dates are coming shortly but it will take place in September and we will discuss how this all will come together onsite!

Onsite at WEFTEC

You are welcome to come to the IKE session to which you have been assigned to chat with attendees and other IKE presenters! This is not required since **this is NOT a speaking role**, but we like to have our IKE creators there to engage with the audience.

STAFF CONTACT INFORMATION

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

1. General Questions by email to: speakers@wef.org

2. Mary Ann Linder

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3. Lauren Henretty

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