



**Date:** August 16, 2022

**To:** Sponsor Showcase Lightning Round Presenters  
**cc:** Primary Sponsor Contacts  
**Re:** Presentation Details, Guidelines, Critical Dates

**Dear Presenters:**

One of the activities your organization selected for the 16<sup>th</sup> Exchange is the Sponsor Showcase Lightning Round. This session may include up to 8 presenters x 3 minutes each in a “Lighting Round” format, intended as a fun and efficient way to give you more visibility, engage the audience, encourage them to meet you, and hold their attention with the possibility of winning great prizes!

**Presenter Orientation Webinar**

A Sponsor Showcase Presenter Orientation webinar was conducted on Tuesday, August 16, 2022. If you were unable to join us, the recording is posted at <https://www.utilityexchange.org/faqs-for-sponsors>. You will also find the PowerPoint template and Presenter policy on this page.

**Lighting Round Basics**

- Ed Thomas and Sandy Humenik will act as organizers, timer, and gong ringer for this session.
- You will deliver an up to 3-minute presentation during the general session just ahead of Tuesday evening reception on September 27.
- Sessions are timed. If you reach three minutes you will be “gonged” in a humorous way, signifying the end of your remarks.
- Staff must review and approve your slides
- Slides will be compiled into a single pdf for the presentation but will not be posted until after the showcase presentation.

**Critical Dates for Presenters**

- 09/5 - Printed agenda deadline for changes in speakers
- 09/12 –Draft Slides due for review. E-mail to [tadolf@utilityexchange.org](mailto:tadolf@utilityexchange.org)
- 9/14 – Review and feedback; revisions
- **9/19 – Cut-off for slide revisions - final due**
- 9/27 – 1:00 p.m. – Meet at the stage to practice entry/exit, remote control, and remote/microphone handoff
- 9/27 – 4:15 p.m. – Line up on the side of the stage
- 9/27 –4:30 p.m. (or when previous session ends) Showtime!

**Lessons Learned**

Some of you have participated in or watched the Lightning Round in the past. If you have, you probably understand the intent of the Lighting Round, and also know that together we have missed some opportunities to make this a great session.

Having seen numerous lighting rounds and presented in several, experience tells us that the most common mistake is to try and deliver a 15-minute presentation in 3 minutes - an impossible task.

The lesson learned is that the best Lightning Round presentations are those that use 3 minutes to deliver the best 2-minute presentation ever - an attainable goal, which allows the Presenter and Audience to relax and enjoy their time together. With that, let’s see if together, we can make this the best Sponsor Showcase yet!

**Lighting Round - Presentation Approach and Considerations**

The Exchange truly appreciates your sponsorship. We support your objective to get the most out of the event and deliver valuable information to the audience. We will begin the session with a sincere thank you to the sponsors, point out that as a group, you are capable and valuable solutions providers, and encourage the audience to consider learning more about how they can benefit from engaging your firm.

Most people don't like being sold to and avoid watching commercials. So, sitting through 30 minutes of commercials in 3-minute increments - aka The Lightning Round – has the potential to be the time when the audience catches up with their e-mail. However, it does not have to be that way.

Most people do like to be informed, intrigued by something relevant to them, receive an expression of interest in meeting their needs, and maybe even be amused.

Why is it that during the Super Bowl, people get up for snacks and restroom breaks during the football game, so that they won't miss the commercials? Perhaps because during the Super Bowl the commercial folks are selling with a different approach, seeking to connect with the audience, entertain and inform, while the sales pitches take a back seat?

### **Slide and Presentation Format**

Use of the Exchange slide template (attached) is highly encouraged. The sponsor presentations will be posted on the event web page along with all other conference materials after the showcase presentation. Using the slide template is an opportunity to present your products and services in an educational format. If you choose to use your standard marketing deck backgrounds, we encourage you to use the wide-screen format, which provides additional real estate for content, but you must still follow content guidelines.

### **Content Guidelines**

Below are guidelines for a 5-slide, 3-minute presentation. The guidelines should be followed to ensure the best possible audience experience and positive exposure for your firm. For best flow, we recommend avoiding animations/videos/links to a website.

1. **Slide 1 – Introduce yourself.**

This is an icebreaker. Consider company name, logo, and introductory or contact information.

2. **Slide 2 – Answer the audience questions “What does your company do?” “What does it mean to me?”**

Make it simple so that someone who has not heard of you before can really understand. Use the "can a 5th grader understand" as your litmus test. Connect what you do to an audience need! Consider combining Slide-1 and 2 to save time.

3. **Slide 3 – Share something interesting you are doing to help one of your customers or share an insight that demonstrates your acumen.**

A micro case study is an excellent format. Something like "We've helped XYZ company save 2 MWh or \$10,000 a month by showing them how to use their own data to make better decisions." Or demonstrate your value by sharing a real world “Lesson Learned”

4. **Slide 4 – A Call to Action**

Suggest something the audience might want to talk to you about. Pique their interest, invite them to visit you at your table or find you during the networking reception or follow up with a meeting.

5. **Slide 5 – Provide the "secret word" to follow your presentation.**

The secret word will be used as part of a prize-winning exercise with the audience. They must fill out a form with the secret words to enter the drawing for very cool prizes. **YOU choose the secret word, have fun with it.** Perhaps something to do with your solutions or invitation for a follow up visit.

Please note that if we do not receive your presentations as scheduled, then a 2-slide presentation will be prepared for you...the first will be your logo and contact information and the second will be a cute fuzzy animal!

We are motivated to make this a great session for you, please don't hesitate to reach out with questions or requests for support. We look forward to receiving your presentations and seeing you all in person in Aspen!

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