



Resale . . . The Gateway to Success
NARTS 37th Annual Conference
June 28-30, 2024 - St. Louis, MO

Speaker Information Packet

Thank you for so graciously agreeing to be a speaker at Conference 2024 in St. Louis. Our main goal as an Association is to promote education and professionalism in all aspects of our industry. We are so pleased that your professional expertise will be available to the attendees.

Please review this document carefully and print it for reference, it contains:

- ◆ Speaker's Fact Sheet
- ◆ Handout Submission Information
- ◆ Handout Cover Information
- ◆ Guidelines for Speaker Success
- ◆ Ideas to Liven up your Handout

The following links are also on the Speaker's Reference Webpage (www.narts.org/speaker):

- ◆ [Presentation Agreement](#) - please submit online form IMMEDIATELY.
- ◆ [Audio Visual Request Form](#) - to be submitted online NO LATER than May 20, 2024
- ◆ [Workshop Descriptions](#) - showing the time of your session. Note: The workshop schedule was carefully arranged with a great deal of thought and consideration, utilizing all factors and variables necessary to offer the widest range of selection opportunities to attendees. It has been published and is final. Sessions can not be moved to different time slots.
- ◆ Read the [NARTS Antitrust Guide](#)
- ◆ Read the [NARTS Code of Ethics](#)

NARTS appreciates your participation in this year's Conference. We trust that the time you spend in your preparations will be a worthwhile experience, resulting in a spectacular presentation and your recognition as a leader in the industry! We look forward to working with you. If you have any questions please do not hesitate to contact us.

Sincerely,

Chris Swanson
Education Chair
omtcec@aol.com

NARTS 37th Annual Conference

Speaker's Fact Sheet

- WORKSHOP TIMING:** Each session will be exactly one hour in length. Prepare material for 45-50 minutes, allowing 10-15 minutes for Q&A.
- Speaker's Meeting:** Will be held at the Hyatt Regency St. Louis at The Arch on Friday, June 28th at 4:30 PM.
- SPEAKER CREDIT:** As our way of saying THANK YOU for agreeing to be a workshop speaker, we are extending a \$250 speaker credit, per workshop session, to speakers registered for Conference, which will be credited to the credit card used for Conference registration
- HANDOUTS:** A copy of your handout, for the compilation of all workshop handouts, must be submitted to the NARTS office no later than May 30, 2024. Please see next page of this document for complete information. A PDF of all handouts will be sent to registered attendees approximately a week before Conference so they can print handouts for sessions they plan to attend. Speakers will NOT be duplicating handouts.
- AGREEMENT:** Please read the speaker contract and submit the online form IMMEDIATELY. There will be a printable version available to download for your records.
- AUDIO/VISUAL:** Please submit the online A/V request form NO LATER than May 20, 2024.
- DRESS CODE:** Professional business attire required. Wear comfortable clothes and shoes. Jewelry should not clang or distract. Do not wear any jewelry that may interfere with the microphone. Select a garment with fabric substantial enough to support the clip-on microphone. Affiliate (supplier) member speakers are NOT allowed to wear company logoed apparel when presenting a workshop. We do not want any confusion that a session will be perceived to be a "Company ABC" workshop instead of a NARTS workshop.
- TAPING:** Audio taping of workshops is permitted with discretion after obtaining permission from speaker. No video taping or live streaming of workshops or general sessions allowed unless done by NARTS.

Handout Submission Information

NARTS will be creating a PDF containing the handouts from all workshops so attendees will have access to handouts from every session. These will be available to Conference 2024 attendees ONLY. Your workshop handout is NOT to be shared with or sent to non-attendees.

A copy of your handout must be submitted to the NARTS office no later than May 30, 2024. Here are a few parameters to help us maintain continuity in the completed booklet:

- ◆ Submit your completed handout in a PDF or Word Doc format.
- ◆ No PowerPoint presentations or copy of your PowerPoint accepted as a handout.
- ◆ First page must be a cover sheet—see info below.
- ◆ Activate all links.
- ◆ Orientation: Portrait . . . NOT Landscape.
- ◆ Send as attached file to: adele@narts.org



Handout Cover Page Information

Please include the following information on the cover of your handout:

1. Title of your workshop—exactly as it appears on the Workshop Schedule.
2. Your name.
3. Contact info is optional, but helpful if an attendee would like to contact you after Conference. You could include all or some of the following: Store/Business name, address, phone, Website, Facebook and/or email.
4. Add a copyright at the bottom of the cover sheet. © 2024: Your Name, All Rights Reserved.
5. NARTS Conference Logo (See link below)

OR... use one of the versions of the Cover Pages we have provided as Word Docs and enter your info into it. (See link below)

Conference logo files are here: www.narts.org/ConfLogos
Links to Cover Pages you can customize: www.narts.org/CustomCovers

Guidelines for Speaker Success

Whether you are an experienced speaker or relatively new to the game, these tips will assist you in giving an engaging, well-received presentation. Preparing yourself will help you feel relaxed and confident—assuring attendees that you are focused and prepared.

Inform, Inspire, Persuade: That is the essence of a good presentation. Attendees are looking for workshops that inform by teaching them new, practical solutions to their problems and creative ideas for improving their business. A story related to your topic can inspire—it will also help you connect to the audience. Tangible ideas attendees can implement upon returning to their stores will persuade them to take action.

Be passionate about your topic: The audience will sense your passion and excitement and focus on your message. They want to know you really believe what you are saying. Be willing to get worked up about your topic... to take a stand.

You are the Expert: Maintain a positive attitude and speak with confidence. You were selected to do this workshop because you are the expert—keep this in mind. Forget yourself and focus on the audience. Recognize your true goal—to help listeners understand your message.

Nervousness: Don't tell the audience you're nervous. They won't notice unless you call attention to it. Know your material—it will increase your comfort zone. Harness your nervous energy, turning it into enthusiasm! Relax and smile!

Rehearse, Rehearse, and Rehearse: Learn your material, never "read" a speech. Practice your speech and timing until you are comfortable with it. Try practicing in front of family, friends or your staff. If that is not possible, stand in front of a mirror. Experience builds confidence and practice makes perfect!

Workshop Content: Begin preparing ASAP, making notes as you have ideas. You may research for weeks before you actually write your speech. Each session will be exactly one hour in length. Prepare material for 45-50 minutes, allowing 10-15 minutes for Q&A. Have a watch in plain sight to help you stay on schedule. Stick to your topic and workshop description. It is **very**

important to deliver what the audience is expecting.

Know your Audience: Invest a little time to analyze your target audience. Do this by engaging with attendees on our Members Only Facebook group. Find out what they want to know and address those issues in your workshop. If you have specific questions to pose to the members, contact the NARTS office for information about using broadcast email or a CyberSurvey.

Speak in terms that relate to all attendees: Say "you may want to try" rather than "what we do is" or "something which works well," rather than "in my store we." Try not to speak only in terms of your own experiences and store; seek ideas from books and/or other shops to include as examples.

Diversity: Your audience will be made up of a variety of resalers. Unless your topic is very specific, you will be addressing attendees who handle an array of merchandise, **not just clothing**. Many of our attendees carry furniture, sporting goods, etc. Be sure to include examples that work for various merchandise categories. Some attendees **do not consign** but buy outright—others may manage Not For Profit shops that accept donations. Therefore, it is best to use the term "suppliers" which covers consignors, donors and buy outright—unless you are giving a presentation that specifically addresses consignment procedures or is geared toward NFP operations who accept donations. When speaking of staff issues, remember some stores have volunteers in addition to employees.

Simplicity & Tone: Keep it simple. Use specific, plain language. Avoid the unfamiliar. Use contractions (can't, don't) to maintain an easy tone. Use your regular conversational voice—don't fall into a monotone. Your speech will be enhanced by strong conviction in your voice. Use variation in pitch and volume. Project your voice but don't raise the pitch or it will become shrill.

Pause... instead of inflicting “ums” and “ahs” on the audience. Also, learn to pause for full effect.

Distractions: Avoid actions that drain attention from your message... excessive pacing, rocking, leaning on podium, fiddling with objects, covering your mouth or looking away from the audience.

Visual Aids: *Keep in mind that YOU are the main event, not the visuals!* Edit out unnecessary visuals. They should be used as a support tool when you need a picture or graph. Do not use visuals that merely duplicate your handout. Visuals should be image-rich and text-light with text having a minimum font size of 40 points. Practice your speech using the visuals until you are proficient in handling them. If you fumble, that’s what your audience will remember.

Notes: If you use notes (most people need them) keep them simple and easy to follow. Don’t read from them, but use as a guide. If you are tempted to read to people, just remember your parents read to you to lull you to sleep. Work from an outline and trust yourself! If you type an outline, double or triple space it and print it on 5x7 cards. Don’t use staples or arrange papers so they make noise. Write reminders to yourself in the margins about your delivery; ie, “point to the screen” or “pick up the pace.”

Eye Contact: Maintain effective eye contact by dividing your audience into sections. Address each section for a while before moving to the next. If you feel like you’re floundering, look back to the section that seemed to give you the most positive feedback. Spend five or six seconds looking at each person you focus on—shorter times can make you look like a “scared rabbit.”

Establishing rapport with your audience is vital. One way to accomplish this is to move away from the lectern as you speak. If your notes or outline are on cards you can carry them with you as you speak.

Finish Memorably: Give your talk a finish. Instead of the same phrasing you’ve been using all along, find a fresh way to wrap up your main points and leave the audience with a memorable last line. Let it sink in for a moment before saying “Thank You.” Always leave them wanting more!

Answering Questions: It is important that you repeat the question before answering it or incorporate the question into your answer in case the entire audience did not hear the question. Maintain eye contact as you begin to answer, but move your eyes elsewhere as you finish, lest the questioner think he or she has the floor for more questions. Give your answer as a headline or lead sentence that showcases the heart of your response immediately. If you’re not direct you’ll look like you’re withholding information.

Unless you have planned an interactive session (see next paragraph), do not stop for questions until you have finished your talk. If someone is persistent, say something like, “If I haven’t answered your question by the end of my talk, I will be glad to answer it then” and continue. Sessions can get out of control if taken over by questions—the result is a workshop that didn’t cover the materials in the description and thus failed to meet the expectations of the attendees. It is essential that you are in control of your session so you can finish your prepared material.

Interaction: There are a number of ways to assure variety in your presentation, engaging the attendee and allowing for an interactive session is one option. It’s a very successful technique in adult education. Try asking for examples during your presentation to reinforce your concepts and involve the attendees—involved attendees take away more value from the presentation. Be sure to account for the amount of time you plan to allow for interaction and do not exceed the allotted time or you won’t be able to cover all your material.

Audio Taping: We are NOT taping the workshops but some attendees may wish to tape the session themselves. We have asked that they obtain permission from the speaker before taping.

It’s obvious, but... no profanity, vulgarities or threats. Remember your words may be recorded for posterity. No gum chewing, please.

Code of Ethics and Antitrust Laws: *Be sure you do not say anything that may conflict with either the NARTS Code of Ethics or the Antitrust Laws.*

Visualize yourself confidently delivering a perfect speech in front of a receptive audience of your peers and friends!

Ideas to Liven up your Handout

Created by Kate Holmes

Once your workshop is done, the only thing your listeners have to remember you by is the handout you have created. Think of your handout being used as a reference tool throughout the year: what would you consider the most valuable points of your talk?

Create your handout as you think about what you will present to your audience. Your talk, of course, has main points that you will develop, side elements to illustrate your opinions and theories, and information that can guide your “students” to tailor your beliefs to their own unique solutions that suit their individual businesses. Be sure to incorporate some blank space so attendees can follow along and make notes where necessary.

MAIN POINTS: Your first page (after the cover sheet) is an ideal place to set the theme of your discussion. State your thesis in a succinct, catchy way: an attention-getting headline will move your audience to the edges of their seats. Possibilities:

A statistic you have found during your research: 62% of all shoppers leave a store without a purchase because there was no clerk to assist them.

Or a quote that says it all: “What’s called luck is usually an outgrowth of successful communication.”

Or a statement which on the face of it, seems arguable, but which you will prove in your talk: **You** are the average shoplifter.

Then create a “follow-along” guide for attendees. Include the sections of your talk, so they understand your points. Highlight your most important points, keeping further discussion under each topic. The outline you have created for yourself as a speech-writing exercise can usually, with some clarification, be used as your guide.

SIDE ELEMENTS: Use the layout of your pages to create a structure for your talk. Emphasize your thoughts with these tricks of the trade:

Separate out the divisions of your talk on separate lines: Advertising consists of three activities:

1. Knowing what your customers are ready to buy
2. Knowing why they buy it
3. Knowing why they should buy it from you

Use bold or *italic* type to emphasize distinct components: “From the employee viewpoint, a great workplace is one in which you *trust the people you work for, have pride in what you do, and enjoy the people you work with.*” ~ Robert Levering, *A Great Place to Work*

Larger type, or fancy fonts if you have the capacity to create them, can carry their own messages:

BEWARE THE GOOD-ENOUGH SYNDROME

A delicate approach is necessary when dealing with the recently-bereaved consignor.

GRAPHICS CAN COMMUNICATE.

Create a simple **bar graph** or **pie chart** to bring home your point.

Select a **graphic** to illustrate a point. Be sure you paid for the copyright or it is copyright free.

Borders, dingbats, and drop-caps, if you use a word-processing program, can generate interest.

FURTHER INFORMATION:

Include a bibliography of printed matter you found useful in your research. Books, magazine articles, links to online articles/information, even government pamphlets can be included for further reading.

Reprints give more tools for the reader. Even if you can’t include all the statistics of a survey you’re using in your talk, reproducing it could be valuable to your audience.

Examples that further your points, such as ads or headlines or photographs, are helpful.

THE FINAL WORD: Leave your listeners with one last point to ponder. For example, you could end that handout on shoplifting with one final reminder: The best way to stop a shoplifter is to serve a customer.