

SBC 2025 SPEAKER ORIENTATION

Ann McLeod, Senior Director of Engagement, SAME National Office
Belle Febbraro, Associate Director of Education, SAME National Office
Steve Struble, Production Manager, AVFX

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 **SBC**
Federal Small Business Conference

NOV 19-21 2025



This webinar is being recorded and will be posted on the SBC website.



Download a copy of the presentation from the “handouts” tab on your control panel.



Use the Q&A tab to submit a question at any time during this presentation.



Use the Chat tab to engage with others.



Ann McLeod

SAME National Office

Fun Facts

Grew up in:

- Brooklyn, NY & Westfield, NJ

Currently binge-watching:

- Chief of War (Apple TV)

Proudest accomplishment:

- Exercising Consistently

Biggest fear:

- Not having enough \$\$ in retirement





Belle Febbraro

SAME National Office

Fun Facts



Then 2004

Now 2025



Grew up in:



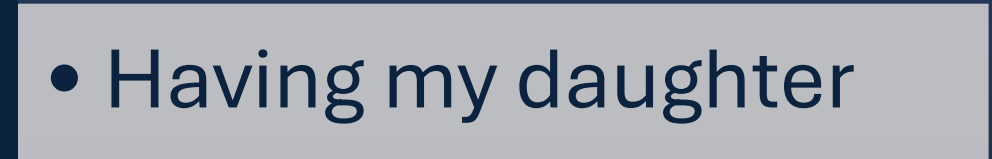
- London, England

Currently binge-watching:



- House Of Guinness

Proudest accomplishment:



- Having my daughter

Biggest fear:



- Driving on the highway



Steve Struble

AVFX

Fun Facts

Grew up in:

- Colorado

Currently binge-watching:

- Nothing, but open to suggestions

Proudest accomplishment:

- Passing along my love for the outdoors to my sons

Biggest fear:

- Not being able to enjoy the outdoors.



ACCELERATE READINES

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SAME
Federal
Small
Business
Conference
NOV
19-21
2025
PHOENIX
ARIZONA

Have you presented at an SAME event before?

- a) YES
- b) No, this is my first time
- c) I'm not speaking, I'm here to tell my boss what to do
- d) What is SAME?



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 "SOCIETY OF AMERICAN MILITARY ENGINEERS"

WHO DOES WHAT

Roles & Responsibilities: SAME



Make sure you have everything you need to make your session outstanding



Check through your draft presentations (Due October 30)



Remind you of deadlines (yep, you'll be receiving several more emails from us)



Do quality control on presentations, add informational slides as needed, and merge all speakers' slides into one deck for smooth transitions

Roles & Responsibilities: Moderators



Roles & Responsibilities: Speakers

Submit
presentations in PPT
format – drafts due
October 30

FINAL presentations
in PPT format are
due **November 13**.
No changes on-site

Advance your
own slides

Create your speaker
intro slide including
“Fun Facts” and photo
(education sessions)

Use the SBC PPT
Template in the
Speaker Service
Center (ed sessions)

Government Agencies:
Use your agency’s
PPT template in **16:9**
ratio

Roles & Responsibilities: Everyone

Register for SBC. *The speaker confirmation email WAS NOT a registration confirmation. You must still register for the conference.*



Meet deadlines



Update your bio and photo in the SSC.



Attire:

- Uniformed Service: Class A / service dress on day you're speaking
 - Civilian: Business or business casual
- 

Communicate with us and those in your session!

Promote Your Participation!



Create a LinkedIn Post using our Marketing Tools.

The link to create a customizable post with our SBC graphic is easy to find:

- Registration Confirmation email
- Attendee Service Center Welcome Page
- Speaker Service Center Welcome Page
- [SBC Marketing Tools web page](#)

Have you downloaded the PPT template and started your presentation?

- a) YES, I'm all set
- b) Downloaded the template, but haven't started my presentation
- c) NO, I'm way behind
- d) What template?
- e) I'm government...I don't have to!



Sample of slides being added!

HOUSEKEEPING ITEMS

Take note of Exits

Silence Your Mobile Devices

Presentations, Audio Recordings & PDH records will be available in the Attendee Service Center (ASC) until February 28, 2026

Please keep questions brief and to the point during Q&A

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Name

Org/Company

Please, insert a headshot and a fun photo to the left and complete the fun facts below. You may change the question if you chose to.

Fun Facts

Use this new slide format for your Fun Facts

Grew up

Answer

Recently binge-watching:

• Answer

Proudest accomplishment:

• Answer

Biggest fear:

• Answer





Up Next:
Session
Information

Business Opportunities & Mega Sessions

Power Point
Presentations are
required!

They should be on your
agency's template but
MUST BE IN 16:9
format.

Moderators will review draft
presentations and provide any
helpful direction in order to
receive the content most
useful to Industry.

Moderators will coordinate a
call with speakers after
receiving the draft
presentations - check the SSC.

- Order in which you will present
- Collect/create the fun facts slides
- How the Q&A will be conducted

**FINAL presentations
are due Thursday,
November 13.**

Education Sessions

Power Point Presentations are required!

They MUST be on the SBC template

Speakers, check to see who is your assigned moderator. They are there for your support.

Moderators will coordinate a call with speakers after receiving the draft presentations - check the SSC.

- Order in which you will present
- How the Q&A will be conducted
- Speakers to provide pre-prepared questions to kick start the Q&A

FINAL presentations are due Thursday, November 13.

Logistical Notes

Sessions will be recorded with the audio synched to slides

Session rooms are pre-set and cannot be changed

Podium and chairs are set for the number of speakers

We will supply the laptop.

Your presentation will be uploaded & ready to go

We will supply a laser pointer and slide advancer

Microphone(s) provided:

- One on podium and 2 wireless on head table
- Two wired mics in audience for Q&A.



PDH & AIA Credit



All Education Sessions and IGE Roundtables carry PDH credit.



Speakers can earn twice the PDH credit by teaching your session for the first time. Let us know if this applies to you.



41 sessions carry AIA credit



Audio recordings of sessions are available post-conference in the ASC. You may view and claim credits for these sessions.

When are your final PPT presentations due?

- a) October 30
- b) I can bring it on a thumb drive to SBC
- c) November 13
- d) Why do I need a PPT?





Up Next:
SSC & SRR

SPEAKER SERVICE CENTER

Welcome to the 2025 SBC Speaker Service Center (SSC)!

An email with login information has been sent to speakers and moderators. If you did not receive your invite, please send an email to sessions@same.org

Take advantage of the following online features designed to assist you in preparing for your session(s).

- **Register for SBC 2025** Watch this short [Scribe step-by-step demo](#) to complete the Speaker Registration Form
- Update Your Profile
- Upload a Current Photo
- Download Speaker Documents and the PPT Template
- Confirm Session Information

Plan to attend the [Speaker Orientation webinar on October 14 at 3:00 p.m. ET. Register now to add to your calendar and receive reminders.](#)

PLEASE SIGN IN

Email:

Password:

Sign In

[Forgot Password?](#)

Is where you check in...

SPEAKER READY
ROOM 124



Speaker Ready Room

Room 124

Hours of Operation:

- Wednesday, November 19: 8:00 a.m. – 5:00 p.m.
- Thursday, November 20: 8:00 a.m. – 5:00 p.m.
- Friday, November 21: 8:00 a.m. – 12:00 p.m.

Check-in with us so that we know you are on-site (20 minutes before your session)

Get any questions answered you may have about your presentation

Meet with your co-presenter(s)/ moderator

Preview your presentation, practice run with your co-presenter(s)/ moderator

Your SRR Team



Belle Febbraro
*Associate Director,
Education*



Karen Offringa
Education Coordinator



Sarah Feighery
Programs Coordinator



Seth Ivey
Marketing Coordinator



Mike Antcliff
Contract Support



Chuck
Polling Tech



Michelle Exaros
*Session Monitor
Co-Captain*



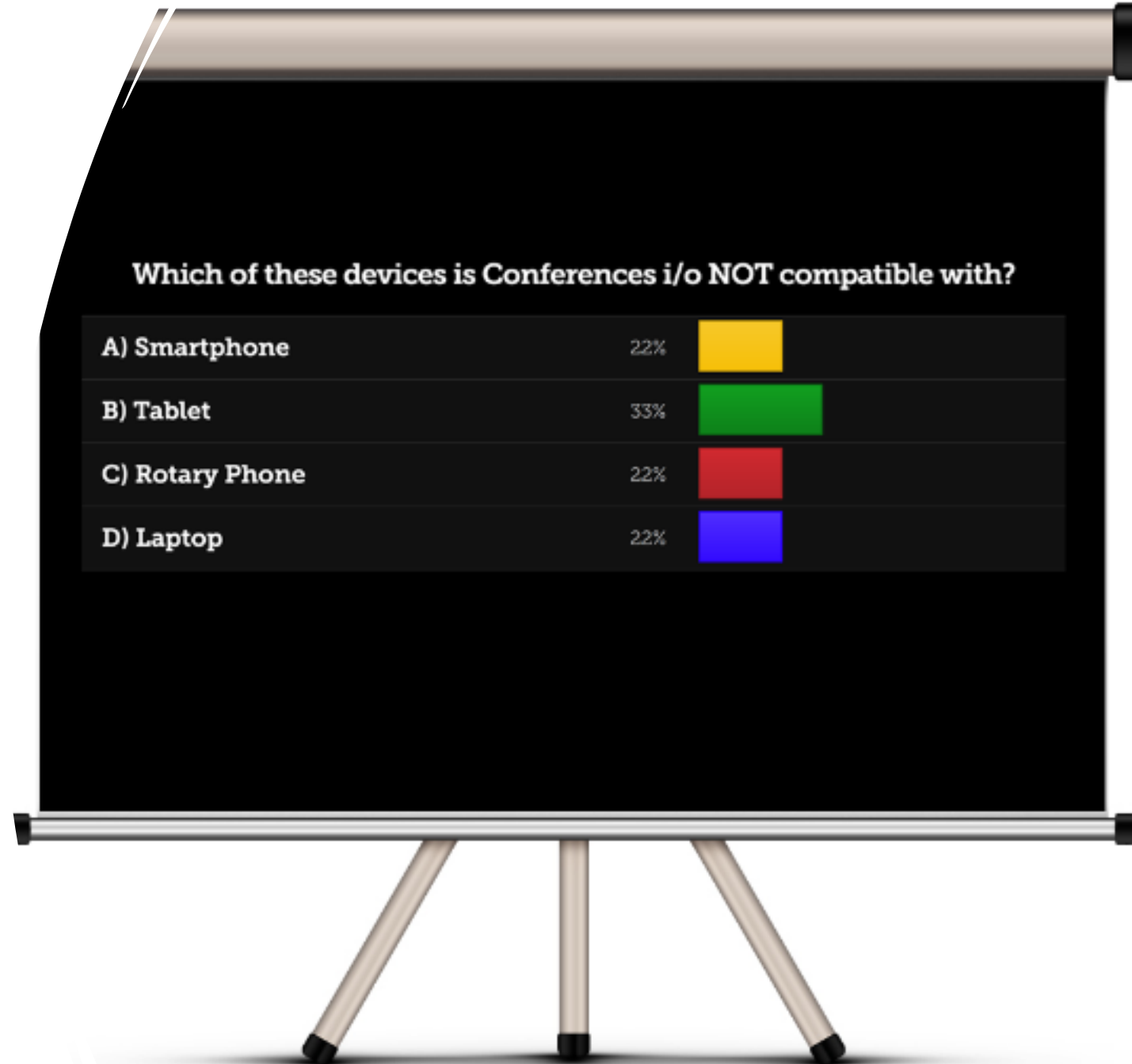
Jamie Mabile
*Session Monitor
Co-Captain*



Up Next:
Polling &
Evaluations

Create your polling slides

Conferences i/o uses mobile devices as the user interface for the audience to respond to live polls.



Multiple Choice / True-False

Keep questions & answers short. You'll get more responses if the audience doesn't have to do a lot of reading.

Multiple choice:
A maximum of 5 answer choices

Images will not appear on active polling slides

- Use the “Poll Question” slide layout
- Insert the question in the “title box”
- Insert the answers in the “content” box

If there is a correct answer, make a note of it in the slide's “Notes” section.



**ACCELERATE
READINESS**

Let's see who's in the audience. Who do you represent?

- a) Active-Duty Military/Government
- b) Small Business
- c) Medium Business
- d) Large Business
- e) Retired

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- Phrase questions to promote short responses.
- List and Thought Bubbles promote longer answers.
- Use sparingly. The less people have to type, the better chance of a response.

- Phrase questions to promote short responses.
- List and Thought Bubbles promote longer answers.
- Use sparingly. The less people have to type, the better chance of a response.

about against breaks bucket caribbean change checkmate clever clock cold come
comes computer countdown cry dad day didnt dont down earthlings eat efforts fat
finds fly forget gave give goes goodbye hey hope hours humanity ideas ill ive
john lady laughs life like loaded look lovely man matter must never
obsessed once oops over own part pirates position power preoccupied radio really
reclining right satellites scientists seats signal something special stop strategically
strike surpass synchronize take talented technology that theyre thing think this
thoughts timing told tourists travel using virus was weekend were
when whether will without working yeah years yes young your
youre

What's your favorite Jeff Goldblum quote?

List

What's your favorite Jeff Goldblum quote?

Thought Bubbles

All Polls must be included in your presentation uploaded through the SSC by **November 13**

- Polls will have a 30-second automatic timer.
- Any changes required after November 13, **MUST be made on-site in the Speaker Ready Room. We will NOT accept an updated copy of your presentation.**
- Review your presentation in the Speaker Ready Room at **least 4 hours** before your session and practice initiating the polls.



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or browse to
SBC25.cnf.io

This is an interactive session.
To participate, use your
mobile device:

sbc.cnf.io

Or scan the QR Code

- Find the session.
- The presenter will unlock the poll(s) during the presentation.
- Please complete a brief Evaluation Survey at the end of the session.

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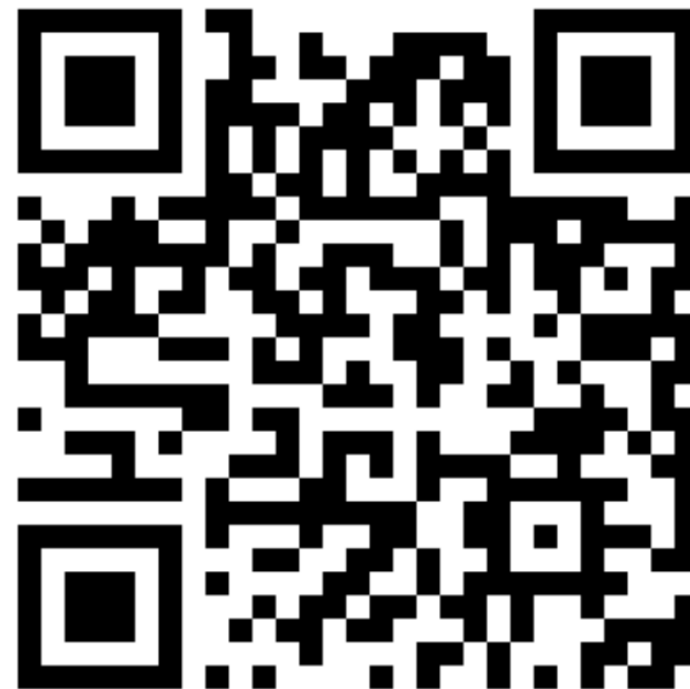
POLLING DEMO

SESSION EVALUATIONS

THANK YOU

Please complete a brief survey about this session. Your feedback will help us improve future programming for SBC.

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 ["SOCIETY OF AMERICAN MILITARY ENGINEERS"](https://www.linkedin.com/company/society-of-american-military-engineers/)

Will you submit polls as part of your presentation?

- a) YES, I plan to
- b) I didn't think about it until now
- c) Seems way to complicated





Up Next:
SBC Highlights

Current Facts and Figures

Total registrants: 3,698

- Government: 9%
- Small Businesses: 47%
- Med Businesses: 26%
- Large Businesses: 17%

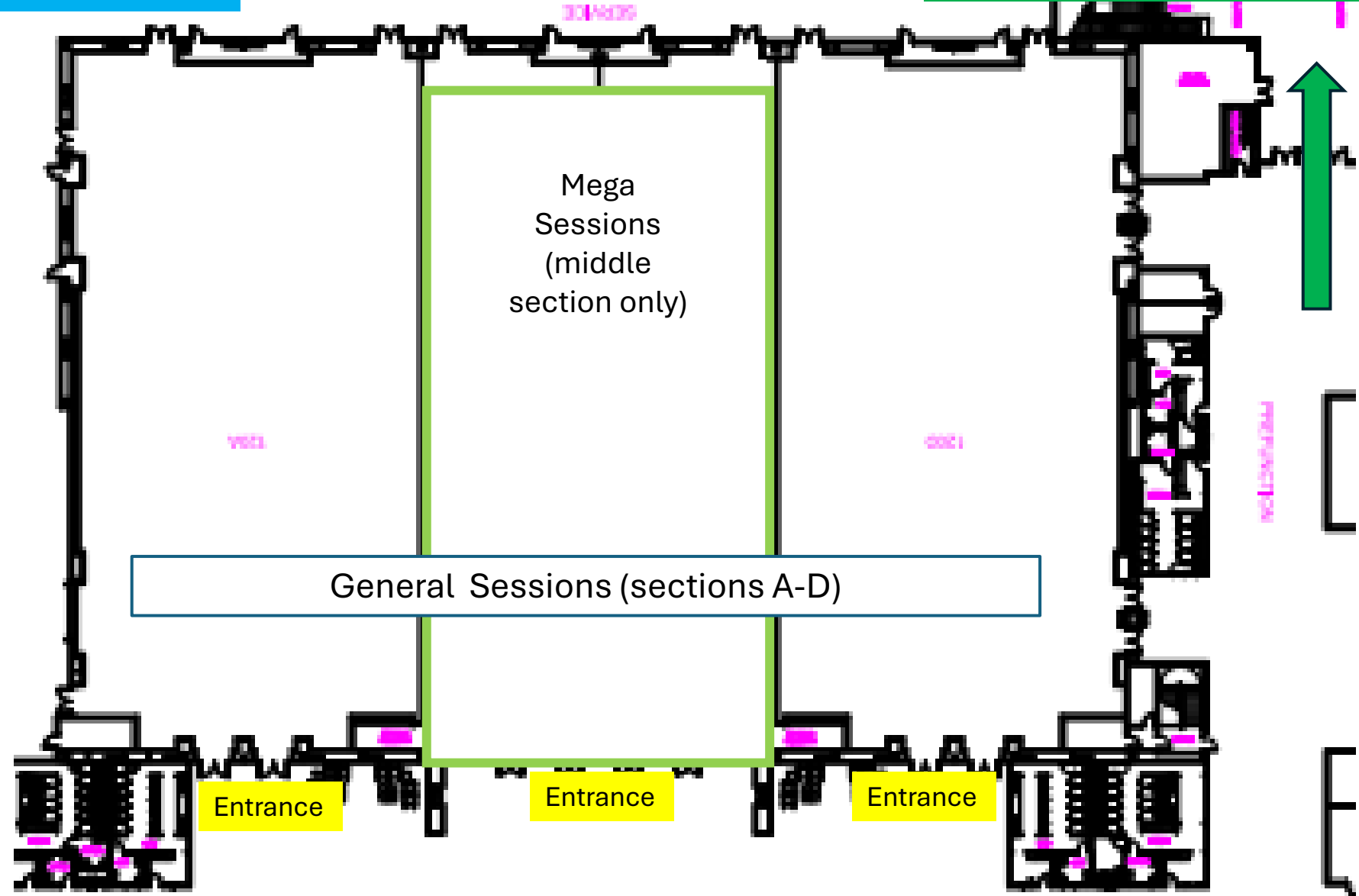
Total exhibiting/sponsoring orgs: 520

Getting around the Phoenix Convention Center



NORTH BALLROOM (Street Level)

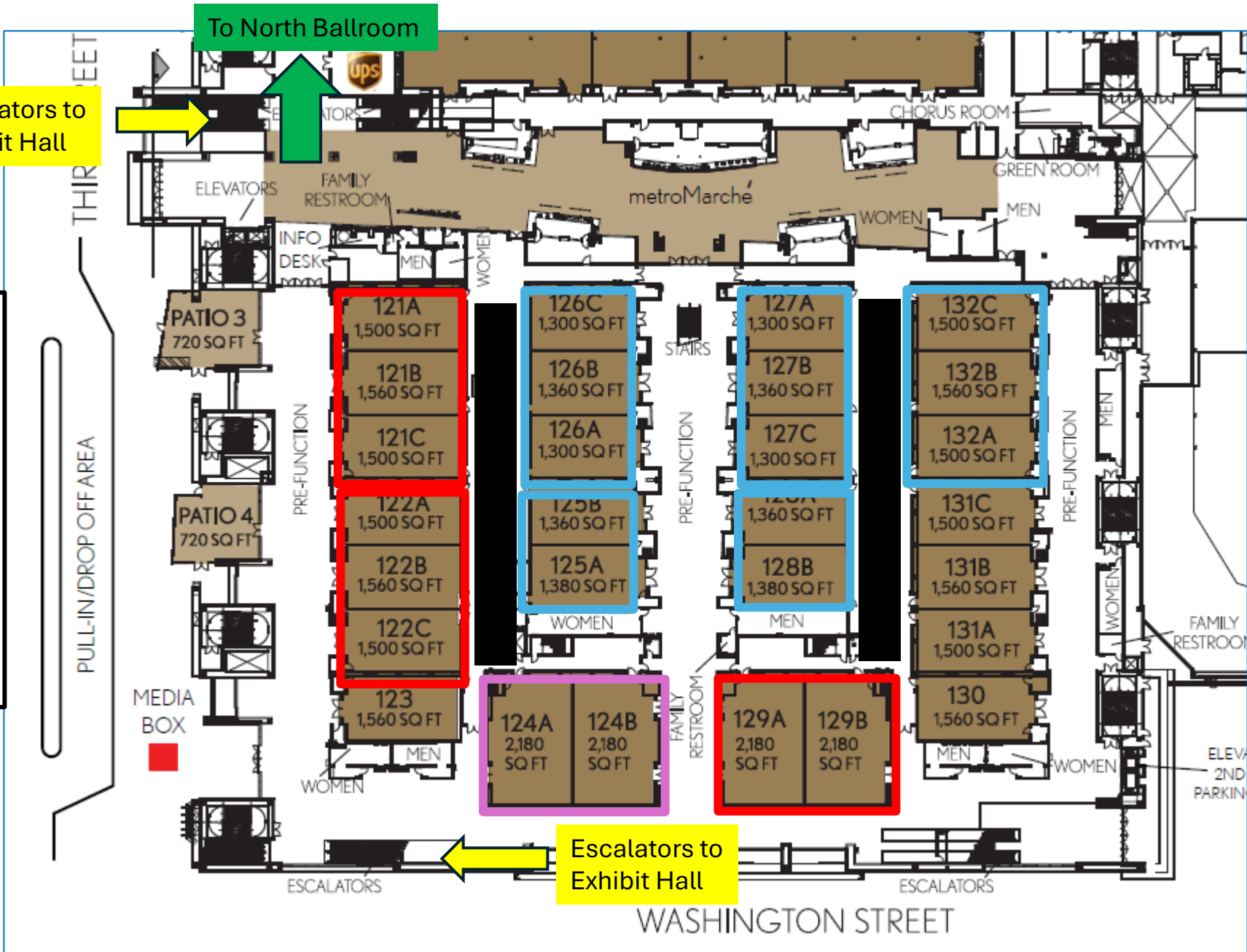
To/From Exhibit Hall Escalator & Session Rooms



Continental Breakfast Wed & Thur Morning Here

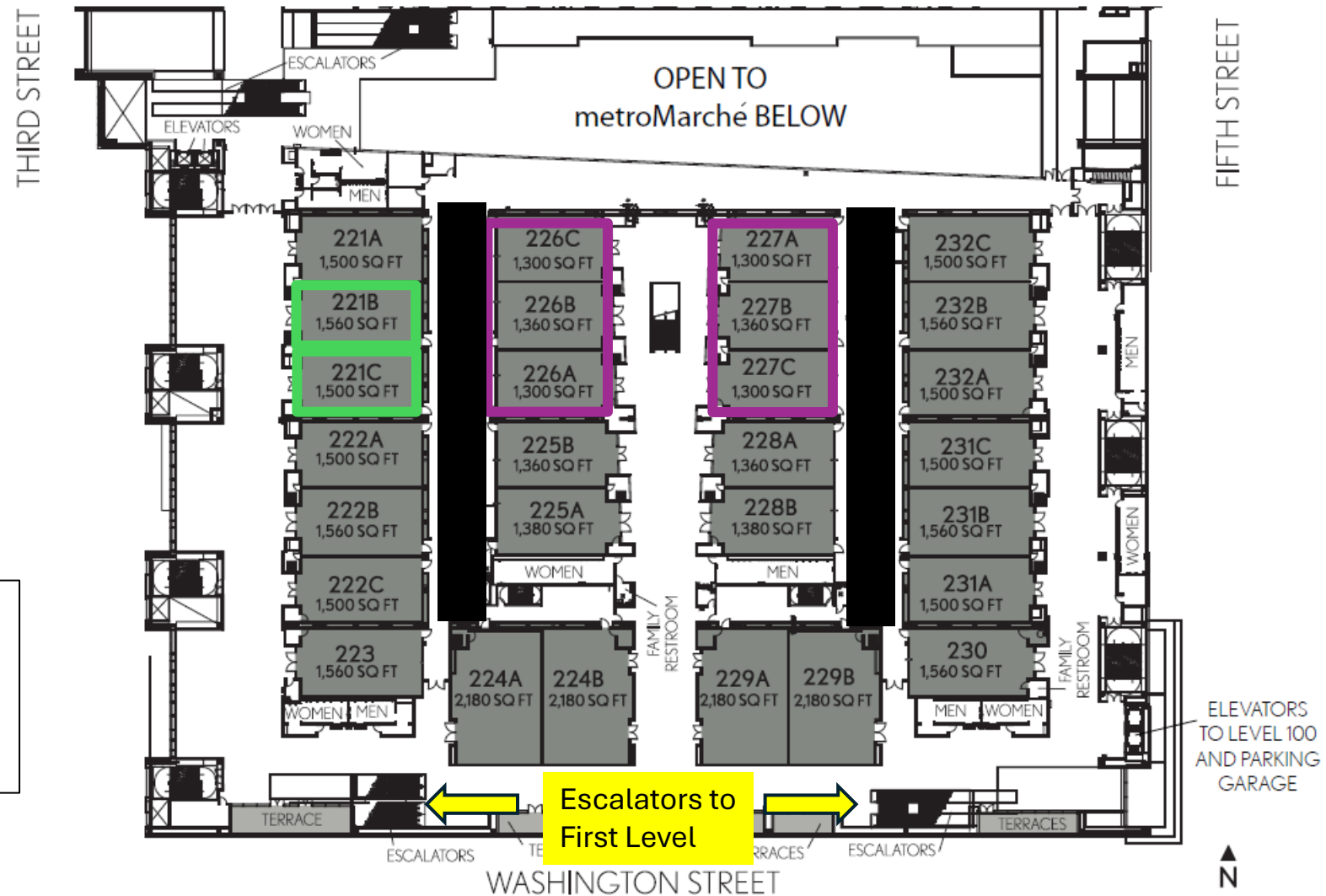
NORTH 100 Level
(Street Level)

- 121 – Biz Ops 1
- 122 – Biz Ops 2
- 124 – SRR
- 125 – Entering Fed'l Mktpl
- 126 – Govt Persp.
- 127 – Mktg & BD
- 128 – Adv Bus.
- 129 – Biz Ops 3
- 132 – Regs & Rules



NORTH 200 Level 2nd Floor

221 B – C3 Meetings
221 C – C3 Meetings
226 – IGE Roundtables
227 – IGE Roundtables



Other Activities at SBC

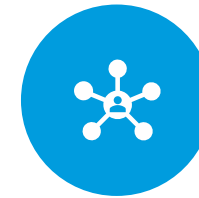
Matched Networking



15-minute appointments



Located in the Exhibit Hall



Companies or agencies act as hosts, complete a profile, get matched with other attendees



Must be an Exhibitor or Govt Agency to serve as a Host



Any attendee can request an appointment with a Host

Networking – Activities

Receptions in Exhibit Hall

- Wednesday, November 19 | 5:30 – 7:00 p.m.
- Thursday, November 20 | 4:30 – 6:00 p.m.

Lunch Daily in Exhibit Hall

- Wednesday, November 19 | 11:30 a.m. – 1:00 p.m.
- Thursday, November 20 | 12:00 p.m. – 1:30 p.m.
- Friday, November 21 | 11:30 a.m. – 12:30 p.m.

Get The Big Picture

Wednesday General Session

- Wednesday, November 19 | 8:30 – 10:00 a.m.
- Service Engineering Chiefs
- Small Business Awards

Thursday General Session

- Thursday, November 20 | 8:30 – 10:00 a.m.
- Keynote Speaker: Lindsay Shookus, Emmy-Nominated Television Producer



Other Preparation Tools/ Opportunities

Maximizing Your SBC Webinar Series

- Thursdays, October 9-30 @ 3:00-4:00 p.m. ET
- Recordings will also be available

Attendee Orientation Webinar

- Tuesday, October 28
- 3:00-4:30 p.m. ET

SBC APP

- Available soon on your mobile device!

New Member/First-Time Attendee Meet & Greet

- Tuesday, November 18 @ 3:30 – 5:00 p.m.
- RSVP when registering. If already registered, email registration@same.org to request it be added

Remind Me Again....

What Do I Need To Do?

TODAY – Register if you haven't done so

TODAY – Make hotel reservations if you haven't

October 30 – Upload Draft PPT Presentation

October 31+– Dry Run to go over session logistics

November 13 – Upload Final PPT Presentation





Last chance for
questions

sessions@same.org



**And now...We'll
spin the wheel for
the Drink Ticket
drawing.**

The winners are...

THANK YOU
for sharing your time and expertise
at SBC!