



## WELCOME TO THE DIF SPEAKER GUIDE.

*This guide contains information for contributors on the different elements of the Disruptive Innovation Festival ([www.thinkdif.co](http://www.thinkdif.co))*

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### THE ESSENTIALS

#### What is the Disruptive Innovation Festival?

“What if we could redesign everything?” That’s the question we will be putting to economists, entrepreneurs, academics, designers, futurists, city planners and more at the 2017 Disruptive Innovation Festival (DIF). The DIF is a three-week-long online festival of ideas which is free for a global audience to access and contribute to from November 6 to 24.

#### Who?

The Ellen MacArthur Foundation is a charity established in 2010 with the aim of accelerating the transition to a circular economy. If you need to get in touch, email DIF HQ.

#### What is on?

1. Headliner Sessions - the must-see thinkers and thought-leaders streamed live or prerecorded.

2. Live Studio Sessions - DIF curated content around the latest big picture themes, trends and opportunities to watch.
3. Open Sessions - Online contributions from innovators, designers, academics and others with new creative ideas from all over the world.

### How can I host a session?

If you want to run your own Open Session, the DIF team will help you on your way to hosting an event which will be featured on the full schedule. Before you register for an Open Session, please read through this guide to understand what is expected of you as a contributor during the DIF.

### Top tips for designing your session

1. Download and read this guide
2. Register online from the 3rd of July
3. The DIF team will review your application
4. Book a timeslot for your session and a testing session
5. Prepare your event or contribution
6. Send your content to the DIF team or join live during the DIF
7. We will air your content on the agreed date.

### The registration process

- 1. Go big or go home.** The DIF particularly wants to share ideas that have the potential to catalyse systemic - big picture - change.
- 2. Surprise and delight your audience.** Had enough of Powerpoint? Try and get creative with the format, speakers and resources available to you
- 3. Create new knowledge.** Will your session duplicate one person's knowledge of a subject, or does it have the potential to actually create new insight and understanding?
- 4. Timing is everything.** We've found that the ideal session

length is up to 30 minutes, but however long you're online for, keeping your viewers engaged is paramount

- 5. Find your crowd.** All DIF sessions will appear in the schedule and have dedicated session page, and we'll highlight different sessions to specific attendee groups (e.g. designers, academics, businesses, etc), but you will need to promote your session to your networks too. This should include as many channels as possible such as email, social media and news/links on your own website.
- 6. Get prepared.** Make sure you've read the relevant communication requirements, the technical guidelines and facilitation advice in order to create accessible content that is enjoyable and interesting for the online audience.
- 7. Think DIF, not dollar.** When choosing content please bear in mind that this should not be used as a platform for profit-making or commercial activities.
- 8. Give credit where it's due.** It is important that you consider the copyright implication of any content you create or use especially if you want to be eligible for inclusion on the DIF website. Please reference work correctly.
- 9. Read the rest.** This guide has a 'Details' section full of important stuff about designing, promoting and running an Open Session. You should read it.

# DESIGNING YOUR SESSION

*Before you begin your Open Session application, you should have a good idea of what topics you'd like to share at DIF, and which formats might work well for your intended activity.*

## What types of formats are there for Open Sessions?

TYPE OF CONTENT	EXAMPLE/ DESCRIPTION	YOUR ORGANISATIONAL REQUIREMENT	DELIVERY FORMAT
<b>PRESENTATION</b>	One of more speakers delivering a presentation to an audience.	Coordinating AV setup, speaker(s) and audience.	Physical event/Youtube video/Youtube Live/ Google Hangout
<b>PANEL DISCUSSION/ ROUND TABLE</b>	A chair and panel of contributors engage in discussion around a specific topic.	Coordinating AV setup, panel members and audience.	Physical event/Youtube video/Youtube Live/ Google Hangout/ Podcast/Forum Takeover
<b>WORKSHOP</b>	A workshop session featuring a facilitator and participants engaging in hands-on activity.	Developing activity, coordinating AV setup and attendees.	Physical event/Youtube video/Youtube Live/ Google Hangout/online facilitation
<b>PIECE TO THE CAMERA</b>	A solo presentation on a particular topic.	Prepare presentation, arrange suitable AV.	Youtube video/Youtube Live/Google Hangout
<b>ANIMATION</b>	Animated video, which could be created in a number of ways - stop-motion, hand drawn, animated app, etc.	Develop visuals, record audio.	Youtube video
<b>POSTER/ INFOGRAPHIC/ PRESENTATION</b>	Graphical representation of a complex idea/data or collaborative/ shared document, which the audience can contribute to.	Develop visual/ document	.pdf, .ppt, or collaborative/ shared document.
<b>PODCAST</b>	Recorded content to explore topic area.	Coordinate audio recording.	Soundcloud or .mp4

## PROMOTING YOUR SESSION

*So your application was successful and your session will be featured on the full schedule for the DIF, and it may also be promoted as a featured event or hosted on the website after the DIF concludes. Now the real work starts! With so much on during the DIF, it's vital that you actively promote your session to people who might be interested in attending.*

### Tips for promoting your session

1. Download the Content Pack (available once your application is approved) and send the invitation to your network or anyone you would like to invite to your session.
2. Add the banner to your website and your email signature.
3. Send updates on Twitter, Facebook, LinkedIn or social platforms telling people when they can see you host your session.
4. Tweet about the topic you are presenting on and link it to <http://thinkdif.co> / @thinkdif\_ / #thinkDIF. Try to include an image that represents your idea of disruptive innovation, if possible.
5. Add information about the DIF to the events page of your organisation's website.
6. Use the DIF poster template, add in your own session, and put it up in your company or in community areas.
7. Add a news item to your organisation's newsletter with the details about your upcoming session.

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## THE DETAILS

### YOUR ROLE AS A SESSION ORGANISER

#### Planning your session

If your session is recorded or streamed as part of a pre-existing event such as a conference, please avoid commercial logos appearing in the background or elsewhere. Audio recordings

should not include commercials.

An official DIF introduction screen (“bumper”, included in the Content Pack once your application is approved) must be shown at the beginning of your session - this is intended to make sure the audience understands that your session is in part of the Disruptive Innovation Festival. This screen must not be changed.

Your session must be free to online viewers. You may broadcast your event via a third party website or with a third party streaming service, but check with the DIF team to ensure we can incorporate your chosen platform.

## **Speakers**

Session organisers have sole responsibility for all arrangements for their own speakers.

Every session’s content must be in compliance with copyright law. Speakers must inform the organiser beforehand of any third party material that will be used in their presentation(s) and seek written permissions to copyrighted materials when applicable. The DIF team cannot assist in this process.

All of your speakers or contributors must sign the agreement form giving the right to make available video or audio of their presentation and content, including transcripts. The form also confirms the contributors have the copyright for any music / images / materials in their presentation. Please keep for your records, and send to the DIF team.

## **Sponsors and Funding**

You may not use your session to make money or to raise funds for charities or other organisation, however, you may enlist a sponsor to cover the cost of running your event. Sponsors cannot contribute more cash than is needed to operationally run or promote the session. Session organisers should aim to secure in-kind support wherever possible. For live events, subject to approval from the Disruptive Innovation Festival, you may charge an attendance fee for your session. Tickets must always be less

than £100 and should go towards the cost of operating the event.

Session sponsors may also be speaker if they contribute ideas and insights relevant to the session, but they cannot use the platform to explicitly promote commercial programmes, nor be given editorial control.

Sponsor logos may be shown on one slide at the beginning and the end of a session. This slide must adhere to our official sponsorship slide template (see Content Pack). If you have multiple sponsors you must feature all of your sponsor logos on the one slide. Never superimpose your event icon or a sponsor logo over the speakers talk or slides.

Slides related to sponsors must appear in the following sequence:

1. Intro screen (required)
2. Title screen
3. Sponsor slide (cannot exceed 3 seconds in case of a video)
4. Presentation
5. Outro slide (required)

Under no circumstances are companies or organisations associated with the following to sponsor sessions:

- Weapons/ammunition
- Tobacco/cigarettes
- Adult/pornographic products/services

Please contact [thinkdif@ellenmacarthurfoundation.org](mailto:thinkdif@ellenmacarthurfoundation.org) if you would like to clarify the suitability of a sponsor.

## Media Requests

DIF and Ellen MacArthur Foundation staff are the sole official spokespeople for the DIF. If you are approached by a journalist seeking comment about the DIF or your session, please contact [thinkdif@ellenmacarthurfoundation.org](mailto:thinkdif@ellenmacarthurfoundation.org).

If you are approached by the media or plan to send a news item about your session, please prepare a short text about it and include descriptions of the DIF to provide background information for journalists. Please send your text to [thinkdif@ellenmacarthurfoundation.org](mailto:thinkdif@ellenmacarthurfoundation.org) for approval.

Photos of sessions must be released under a Creative Commons licence (“Attribution - NonCommercial - NonDerivative”), so they can be freely shared. When using photographs clearly credit the photographer in metadata, captions and tags. If you use an image from another session, please contact the organiser to confirm that use of the image is authorised. If taking photos for your session, please shoot them with the highest possible resolution. For web use, please convert to 96dpi for ease of sharing and distribution. A resolution of 300dpi is required for print use. Do not put watermarks, text or other labels onto the photos. Do not superimpose your session or organisation logo or your photographer’s information.

If you are interviewed for broadcast TV or radio, clearly explain that your session is independently organised as part of the DIF. Please send interview requests for DIF staff to [thinkdif@ellenmacarthurfoundation.org](mailto:thinkdif@ellenmacarthurfoundation.org).

Please add a customised version of the following copy onto the media section of your website:

“All press requests should be sent to [Name]. [Name] is the official spokesperson for sessions in [Organisation Name] as part of the Disruptive Innovation Festival. Please note that session organisers are not able to speak for the Disruptive Innovation Festival or Ellen MacArthur Foundation. Any enquiry regarding the Disruptive Innovation Festival or the Ellen MacArthur Foundation should be sent to [thinkdif@ellenmacarthurfoundation.org](mailto:thinkdif@ellenmacarthurfoundation.org).”

### **Terms and conditions**

Open sessions are independently organised and do not constitute a partnership between your organisation and the DIF or the Ellen MacArthur Foundation.

Please refer to your contribution to the Disruptive Innovation Festival by stating that you are “contributing to the Disruptive Innovation Festival”, e.g.: “We’re hosting a session for the Disruptive Innovation Festival...”. You must not refer to yourself as a partner or member of the Ellen MacArthur Foundation or Disruptive Innovation Festival, nor use statements like “We’re hosting a session for the Ellen MacArthur Foundation..”.

DISCLAIMER: Your right to use the visuals received in the content pack provided by the Disruptive Innovation Festival ceases when the DIF finishes. You may only use the visuals for the purposes of your presentation in, and promotion of, your participation in the DIF. All use must be in accordance with these terms and conditions and any other written guidance provided by the Ellen MacArthur Foundation

**Right to edit, redistribute or remove content:**

The Ellen MacArthur Foundation reserves the right to re-edit, re-distribute and/or remove content we deem to infringe our communication guidelines, which are:

- No commercial agenda. Speakers should be sharing ideas or latest thinking and not commercial propositions.
- Sessions are platforms for ideas and insight in the context of the changing economy. Opinion and speculation are fine as long as it is clear that they fall into these categories, but speakers should avoid the misuse of scientific language to make unsubstantiated claims.
- No presentations with defamatory content or with an inflammatory political or religious agenda, or use of polarising language.
- Nothing illegal, offensive or which links to dubious third party websites.
- Nothing which could (in the reasonable opinion of the Ellen MacArthur Foundation) be detrimental or damaging to its business or reputation.

All your communications relating to the DIF must comply with these communication guidelines.

But please avoid spamming, including:

- Emailing or direct messaging strangers, especially in large numbers
- Using email lists from third parties
- Sending unsolicited @-replies on Twitter
- Link-bombing forums
- Promoting a session on another session's pages.

## TECH GUIDE

### Live streaming

#### **What is it?**

Live streaming refers to content delivered live over the Internet. It can produce broadcast quality video and audio, and as such is resource intensive. It requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitise the content, a media publisher, and a content delivery network to distribute and deliver the content.

Due to the technical and organisational demands of live streaming, we recommend this format only if you have experience or suitable time and resource to execute a session this way.

#### **How can it be used?**

A live stream is most often used to offer a high quality live feed from a physical event. This could be a presentation, Q&A or panel discussion.

#### **What do you need to do it?**

To run a basic livestream, you will need:

- a camera
- tripod
- microphone
- lights

- internet connection (consistent 3-8 Mbps upload)
- video capture device

Ustream have published a useful guide to the essentials of livestreaming:

<http://info.ustream.tv/rs/239-SED-502/images/Getting%20Started%20With%20Video%20Streaming.pdf>

## Google hangouts on air

### What is it?

Hangouts on Air are Google's video conference technology, enabling up to 10 participants to share audio and video, and many more to watch online. When Hangouts on Air sessions end, they are automatically saved as a YouTube video to share and watch again (depending on your selected sharing and privacy settings).

### How can it be used?

Hangouts on Air can be used for a variety of purposes, but are most suited to Q&A or conversation/discussion, or for providing a basic live feed from a physical event.

### What do you need to do it?

To run a Google Hangout on Air, we recommend the following:

- Up to date versions of a modern browser such as Google Chrome, Safari, Firefox or Internet Explorer.
- Speakers should use a headset to send and receive audio. Relying on speakers and microphones that are built in to a computer often results in audio problems such as feedback. Basic headsets such as [this one](#) can dramatically improve sound quality.
- A webcam, if you're planning on transmitting video. Most cameras on modern laptops should be sufficient.
- High-speed broadband Internet, preferably a wired connection over Ethernet rather than a wireless connection. We generally recommend network bandwidth above 1Mbps (for both upload and download) per participant. Use [speedtest.net](http://speedtest.net) to test your connection speed. See Google's website for full technical specifications for

Hangout video calls: <https://support.google.com/plus/answer/1216376?hl=en-GB>

### **How to schedule and start a Hangout on Air**

1. Head to YouTube.com and sign in with your account, or create an account if you don't have one. NB As Google owns YouTube this is the same account.
2. Click on your profile in the upper right hand corner, and visit the Creator Studio.
3. If this is the first time you have logged in you will need to click on 'Enable Live Streaming' and accept the Terms & Conditions.
4. If you have signed in before go to the Creator Studio, click Live Streaming, and choose Events.
5. Click the 'New Live Event' button.
6. Fill in the details requested and schedule for your session's date and time. Make the event 'Unlisted' and make sure you select 'Quick' as the event type.
7. When you're ready, click 'Create Event'.
8. Once scheduled, find your event in the events list of the YouTube Creator Studio. Click the listing to visit the event page.
9. Copy the URL of this page, and send it to the DIF team for inclusion on the DIF website.

### **To start your Hangout on the day...**

1. At least 30 minutes before your scheduled start time, find your event in the events list of the YouTube Creator Studio and click 'Start Hangout on Air'.
2. The Hangout on Air will load in a new window or tab. Be aware that you are not live at this stage, giving you a chance to get set up.
3. Press the invite button (a person icon with plus symbol) in the call controls at the top of the screen to invite your speakers or panelists. Send the URL using your own email service to avoid invitations being lost in spam.

4. You may be using some of the Apps for your session. Familiarise yourself with them before you the Hangout on Air goes live.
5. As soon as your speakers or panelists have arrived and are connected, and you are ready to start your live broadcast, click the green 'Start broadcast' button. You are now LIVE and this will also be the beginning of the recorded version, so make sure you are ready to begin your session. Please note that once you click 'stop broadcast' you will not be able to resume the same live broadcast, this is the end of the recording.
6. When you've finished your Hangout, click stop broadcast. The recording will be saved in the YouTube video manager of your YouTube account, and will appear automatically on the DIF event page to watch again.

### **Tips**

To ask questions during the Hangout on Air, encourage viewers to add their questions to the Comments section below the Hangouts window on the DIF session page.

It is possible to broadcast slides in a Hangout by using the screen share feature, but be aware that viewers won't be able to see you and your slides simultaneously. Where possible, you should load the presentation as a separate Hangout on Air 'participant', i.e. in a second instance of Hangouts on Air in another browser window, or ideally on a separate machine. This second instance should be muted to avoid feedback. A silent technical moderator can then control whether the audience sees the slides or speakers, as appropriate.

## **Documents & collaborative/shared documents**

### **What are they?**

Services such as Google Docs and RedPen can be used to work on documents or images collaboratively with large numbers of people.

### **How can it be used?**

These services can be good methods of getting user input

or feedback on a specific subject matter. For example, you could create a Google Doc that is pre-formatted with some set questions, and ask DIF attendees for their views. Alternatively, you could upload a diagram or design on RedPen, and have participants annotate the image.

### **What do you need to do it?**

You'll need an account with one of the above services, as well as some subject matter to share or upload.

### **Tips**

This format works particularly well in conjunction with a WebEx or other live session, delivering a presentation and whilst simultaneously inviting participants to contribute to the collaborative work. You often get more input from the audience using these methods as people can be anonymous if they so choose.

## **Podcast**

### **What is it?**

A podcast is a digital audio file made available on the internet for listening online, downloading to a computer or portable media player.

### **How can it be used?**

The podcast is an extremely versatile format, and can be used for interviews, to capture event audio, share information in serialised episodes, or to develop a short podcast documentary with information from a number of sources.

### **What do you need to do it?**

To record, use a good quality headset mic or external microphone that is suitable for chat (e.g. Skype) and which is connected directly to your computer or smartphone. Using a good quality digital recorder is also fine. Record and edit your audio using your preferred software, or free audio software like Audacity which supports the MP3 format.

### **Sharing a podcast**

We recommend sharing a podcast via online audio hosting,

such as Soundcloud. You'll need to sign up for a free account, and then follow Soundcloud's instructions to share your audio file: <https://help.soundcloud.com/hc/en-us/articles/115003454407-Uploading>

### **Tips**

Have your recording device set up so that it eliminates external sounds as much as possible (see your recorder's manual for guidance). Ideally have it on a stand rather than in your hand. Try to vary your voice and tone to keep the audience interested. Keep each recording under 15 minutes if possible. If you have more to say then break it into parts, making sure you name the parts logically in the order they are to be listened to (e.g. part 1, part 2).

## **Original youtube videos**

### **What is it?**

If you've decided to pre-record a session or created a short film or animation, you can upload this to YouTube for sharing.

### **How can it be used?**

This method can be used for any recorded video content, such as animations, recorded presentations with video and/or voiceover, recorded events and documentaries.

### **What do you need to do it?**

When capturing/filming your footage, it's important to set your camera to capture at a HD, widescreen resolution, with an aspect ratio of 16:9. Set the frame rate to anything between 24-30fps. Whatever you choose here, make sure that when you are exporting for upload to YouTube you keep these same values for optimum quality and least compression.

You can edit your video using software such as iMovie, Windows Movie Maker, or ideally more powerful software like After Effects or Final Cut. Export as an MP4 and select the high quality video format (codec) H.264 (...don't worry if any of these terms are unfamiliar, they will come up in your export settings dialogue box). Your bitrate encoding should be set to VBR, 2 Pass - this will take longer to render but results in a better quality file

because the encoder will run through it twice. Ensure render at maximum depth is checked. Finally set your audio export to be in the AAC format, this audio codec should have a sample rate of 48000HZ. Channels should be stereo and the audio quality set to high.

Upload your YouTube video – this may take a while!

Impressive results can also be achieved using modern smartphones, providing the following are taken into account:

- Consider basic principles of lighting, ensuring your subject is well lit and in focus.
- Your phone's built in microphone will only record sound of passable quality if close to the subject and there is no background noise.
- Record video with your phone in landscape orientation to avoid **Vertical Video Syndrome**.

### **Uploading your video**

To upload your video, you will need your own YouTube channel. Uploading longer, HD videos may take some time to upload. Once uploaded, you will need to share your video's URL with the DIF team for inclusion on your session page. You will need a good standing with your YouTube account to be able to upload large files longer than 15 mins, but most pre-recorded Open Mic presentations should ideally not be longer than this for the DIF.

When uploading, make sure you make your video '**unlisted**' so it can be premiered at the agreed time and date during the DIF.

### **Tips**

Use the DIF bumpers in your video edit so your production can be included in the DIF, these will be sent to you once your application has been approved. Don't forget to include a short, catchy title for the video when you upload, and state 'DIF 2016' so viewers know it's part of the DIF. Also include a suitable description so viewers know what the video is about. See also Google's help center: <http://help.youtube.com/support/youtube/>