

Private Sector Speaker Guidelines for PDT Sessions

1. Purpose

To ensure that private sector and government speakers contribute meaningful, educational content while maintaining the integrity of the session's learning objectives.

2. General Requirements

- Presentations must align with the session's learning objectives and key takeaways without direct sales pitches or promotions.
- Session panelists should represent different perspectives, including speakers from different organizations, government levels (state, local, federal, private), genders, and career specialties.
- Each session may include one subject matter expert from the private sector as a panelist, with the remaining panelists coming from the government sector or former government officials.
- All speakers must adhere to the PDT's Code of Conduct and professional ethics.

3. Private Sector Speaker Guidelines

- Private sector speakers must provide educational value through insights, case studies, or industry knowledge that benefit attendees.
- Speakers must be subject matter experts with relevant experience and the ability to deliver engaging, informative content.
- Preference is given to former government professionals with a track record of objective, high-quality presentations.
- Speakers must maintain strict content neutrality and no direct promotions or sales pitches.

4. Content Guidelines

- Presentations must be educational and focus on best practices and solutions.
- Presentation slides must not include company logos.
- All claims, statistics, and references must be supported by credible sources.
- Sales or product demo are not allowed.

5. Speaker Review & Approval

- Private sector speakers are subject to review and approval to ensure compliance with these guidelines.

6. Compliance & Consequences

Failure to adhere to these guidelines may result in:

- Removal of the session from the agenda.
- Disqualification from future speaking opportunities.
- Revocation of AGA training participation privileges.