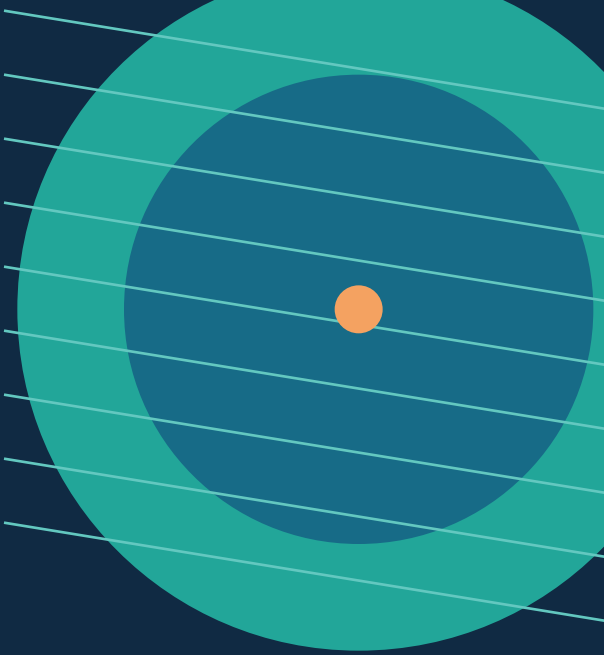




CONNECTMII / ASSETMAPPING

ONE CITY. ONE PROBLEM.

Sponsor & Speaker Preparation Guide

A fillable working guide for four launch episodes - designed to keep every contribution useful, connected, and easy to prepare.

THE FORMAT

1 problem / 3 contributions / 1 clear takeaway

75 minutes | problem-led | category-agnostic | built for municipal decision-makers

A simple format, by design

Use this guide to prepare a contribution - not a conventional webinar pitch.

What the audience should gain

A clear understanding of when your discipline matters, what evidence it contributes, how it connects to the other experts, and what a municipal team can do next.

The 75-minute run of show

08 min	The problem	A realistic city scenario, its constraints, and one decision.
36 min	Three contributions	Twelve minutes each: method, evidence, implication, next move.
16 min	Roundtable	Sequence, dependencies, tradeoffs, limits, and action.
10 min	Audience Q&A	Apply the problem to attendees' operating realities.
05 min	Takeaway	The moderator closes with three practical next steps.

The non-negotiables

- Answer the assigned question.
- Limit company introduction to one sentence.
- End with one practical next move.
- Use one useful visual or example.
- Name dependencies and uncertainty honestly.
- No standard sales deck or full platform tour.

Set the speaker up to be useful

Your primary job is to protect the problem-led format.

Executive sponsor responsibilities

- 1 Confirm the assigned contribution fits your organization's expertise.
- 2 Nominate a practitioner who can explain decisions and engage peers.
- 3 Approve one useful visual, one credible example, and one recommendation.
- 4 Keep the contribution focused; one sentence is enough for company context.
- 5 Ensure claims are supportable and permissions are cleared.
- 6 Join the final briefing if the speaker or producer requests it.

Approval record

EXECUTIVE SPONSOR

ORGANIZATION

APPROVED SPEAKER

EPISODE

APPROVAL NOTES / CONDITIONS

☐ I approve this contribution for content development.

☐ Required example and client permissions are confirmed.

Rebuilding Main Street

One construction window. Decades of decisions.

THE MUNICIPAL PROBLEM

A two-mile corridor must be rebuilt while underground records, renewal needs, business access, mobility, and public-realm goals compete.

THE DECISION

What must the city know, align, and sequence now so Main Street is opened once and rebuilt for the next generation?

Choose one contribution role

1 Existing-conditions intelligence
How can the city establish a shared, measurable picture before design?

2 Subsurface + asset coordination
How can conflicts and renewal opportunities be found early?

3 Design, phasing + public impact
How can evidence become a buildable, publicly credible sequence?

Bring to the session

REQUIRED VISUAL

Bring one corridor-scale artifact: a baseline, conflict map, option comparison, or phasing plan.

ROUNDTABLE READINESS

Name what you need from the other contributors, the deadline it serves, and one risk of acting too early or too late.

THREE-STEP TAKEAWAY

- 1** Build one trusted corridor baseline.
- 2** Resolve the highest-cost conflicts.
- 3** Approve coordinated scope and disruption plan.

Rebuilding Main Street

Complete this page, save a copy, and share it with the event producer.

SPEAKER NAME

ORGANIZATION

CONTRIBUTION ROLE (1, 2, OR 3)

SPEAKER TITLE

YOUR ONE-SENTENCE ANSWER TO THE ASSIGNED QUESTION

THE METHOD - WHAT WILL YOU EXPLAIN?

THE EVIDENCE - WHAT WILL YOU SHOW?

THE MEANING - WHAT CAN THE CITY DECIDE NEXT?

THE HANDOFF - WHAT DO YOU NEED/PROVIDE?

ONE PRACTICAL NEXT MOVE FOR THE AUDIENCE

PRODUCER NOTES / QUESTIONS

Preparing for Wildfire

The hazard map is not the readiness plan.

THE MUNICIPAL PROBLEM

A wildland-urban-interface community must prioritize readiness and mitigation before fire season using incomplete, cross-jurisdictional information.

THE DECISION

Where should the community act first to reduce risk, protect critical services, and make evacuation more reliable?

Choose one contribution role

1 Risk + landscape intelligence
How should terrain, fuels, weather, structures, and history become priorities?

2 Critical assets + field readiness
Which assets, routes, and field conditions must be verified?

3 Evacuation + mitigation decisions
How does the risk picture become projects, triggers, and public action?

Bring to the session

REQUIRED VISUAL

Bring one risk, asset, route, or prioritization view that separates known conditions from assumptions.

ROUNDTABLE READINESS

Bring one immediate action, one field-verification need, and one decision trigger. Avoid deterministic predictions.

THREE-STEP TAKEAWAY

- 1** Establish a shared, current risk picture.
- 2** Verify assets, routes, and operational gaps.
- 3** Fund highest-consequence readiness actions.

Preparing for Wildfire

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ONE PRACTICAL NEXT MOVE FOR THE AUDIENCE

PRODUCER NOTES / QUESTIONS

Finding What's Underground

The schedule is certain. The subsurface is not.

THE MUNICIPAL PROBLEM

A fixed-schedule corridor project faces incomplete and contradictory utility records. Late discovery could mean redesign, delay, claim, or injury.

THE DECISION

What confidence is needed, where is uncertainty most dangerous, and how should the city close the gaps?

Choose one contribution role

1 Records + data reconciliation
How can fragmented records become a usable starting hypothesis?

2 Detection, survey + verification
Which field methods should be used, where, and to what confidence?

3 Engineering + risk integration
How should findings and residual uncertainty change delivery?

Bring to the session

REQUIRED VISUAL

Bring one subsurface artifact that clearly communicates both confidence and uncertainty.

ROUNDTABLE READINESS

Explain where more investigation changes a decision and where it does not justify the cost. Do not overstate any method.

THREE-STEP TAKEAWAY

- 1** Consolidate records; expose contradictions.
- 2** Investigate highest-consequence uncertainty.
- 3** Carry verified data and residual risk forward.

Finding What's Underground

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ONE PRACTICAL NEXT MOVE FOR THE AUDIENCE

PRODUCER NOTES / QUESTIONS

The Water Main That Keeps Breaking

Repair is urgent. What comes next is strategic.

THE MUNICIPAL PROBLEM

Repeated failures bring emergency repairs, service disruptions, pavement damage, and public frustration - but age alone does not explain why.

THE DECISION

Should the utility monitor, investigate, rehabilitate, or replace - and what evidence makes that choice defensible?

Choose one contribution role

1

Failure history + asset evidence

What emerges when failures, pipe, location, environment, and consequence connect?

2

Condition + operational investigation

What targeted evidence would most improve the decision?

3

Capital priority + intervention

How should options and this main be compared with other needs?

Bring to the session

REQUIRED VISUAL

Bring one evidence chain connecting failures, contributing factors, consequence, and the decision.

ROUNDTABLE READINESS

Separate tomorrow's response, the 90-day investigation, and the capital recommendation. Do not rely on pipe age alone.

THREE-STEP TAKEAWAY

1

Build the failure story from evidence.

2

Investigate variables that could change the choice.

3

Select and explain the lifecycle intervention.

The Water Main That Keeps Breaking

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ONE PRACTICAL NEXT MOVE FOR THE AUDIENCE

PRODUCER NOTES / QUESTIONS

Ready for air

Complete the checks below before final files are submitted.

Content

- ☐ The contribution directly answers the assigned question.
- ☐ The complete contribution fits comfortably within 12 minutes.
- ☐ One useful visual or example carries the explanation.
- ☐ Company context is limited to one sentence.
- ☐ Assumptions, uncertainty, and limits are described honestly.
- ☐ The connection to the other two contributions is explicit.
- ☐ The contribution ends with one practical next move.

Production

- ☐ Slides are 16:9 with readable type and high contrast.
- ☐ Essential visuals can be described aloud and have alt text where used.
- ☐ Client, image, and data permissions are confirmed.
- ☐ A PDF backup and static image for any live demo are ready.
- ☐ The speaker will attend the content and technical rehearsal.

FINAL FILE LINK / LOCATION

QUESTIONS FOR THE MODERATOR