

Spark

How to get Ready for your Spark Session

May 22, 2020 Webinar



**American
Accounting
Association**

Thought Leaders in
Accounting

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This June, the AAA is taking meetings online with Spark!

Introducing Spark, our digital meeting format for academics and practicing accountants.

As you know, over the past few months we've had to cancel several meetings due to the spread of COVID-19. These decisions were not taken lightly, and we regret having had to do it, knowing these are valued and highly anticipated events for our community.

But while the pandemic has disrupted many of our daily patterns, it has also made us realize that the form of a meeting does not dictate its purpose, or its value. It has challenged us to find new ways to convene in order to support our scholarship and shape the future.

This first Spark meeting combines several region and section meetings into a digital experience that will meet you where you are and present you with some new opportunities to explore. We've designed and built a conference platform and a presentation gallery that lets you participate in sessions in a flexible and personalized way. It preserves the key elements of traditional AAA meetings, while augmenting it with more opportunities to engage with your colleagues.

Presenter To Dos:

By May 28

1. Create Account Profile using the unique link sent from Morressier. Then you can...
2. Design and upload your Infographic
3. Record a short (< 5 minute) video of Infographic highlights and upload as a mp4 or MOV
4. Upload abstract/presentation description, keywords for searches, working paper, and/or additional materials

By June 4

1. Prepare a multiple-choice polling question about your presentation.
2. Write two questions you want to be asked by the moderator about your presentation.
3. Send your polling multiple choice and your two moderator questions to Stephanie
Stephanie@aaahq.org

June 11-12

Look great and arrive 10 minutes early for your session. Enjoy the live Q&A interaction – being recorded so more can benefit!

1. The Spark Presentation Gallery

Presenters upload an abstract, infographic and video into the Presentation Gallery before the meeting. Benefits of this include:

- **Reach a wider, global audience**
- **Presentations receive a DOI (digital object identifier) to increase discoverability and presence**
- **Presentations will be displayed in a virtual gallery—available to more people for a longer time**
- **Content is fully searchable, citable, and shareable**
- **Authors retain the rights to their content**
- **Authors have a personal dashboard to track statistics on their presentations**

2. The Spark Sessions at the Meeting

Presenters convene in a topic-focused session, with a moderator familiar with your work, and an audience that has already reviewed your work in the Presentation Gallery.

- **Presenters suggest questions that will spark discussion**
- **Moderators interact with the presenters and engage the audience to explore similarities, differences, new findings and challenges**
- **Sessions are recorded, providing opportunities for the session to be seen by more people over a longer period of time**
- **And at the end of the day, Segment Block Parties to unwind and catch up with colleagues**

What's it take to be part of this new experience? Simply upload your infographic, video, and abstract for your current accepted presentation, include additional text, audio, video, data, and/or an author bio – the AAA and its platform partner, Morressier, does the rest to make your work part of the Presentation Gallery – Then attend the Spark Meeting, to become a part of the new virtual academic world.

Thank you for working together to begin to define a new meeting model. This is a thoughtful experiment that we are embarking on. We're optimistic that how we set ourselves up now will strengthen our community and celebrate and elevate the practice we're so passionate about. We hope you will join us.

The word "Spark" is written in a bold, white, sans-serif font against a dark background with colorful, abstract patterns.

Introducing Spark, our digital meeting format for academics and practicing accountants.


AAA's Presentation Gallery:

How to Create an Account Profile & Log in

What steps you'll take once you receive an email from Morressier.

Morressier Account Profile and Login

⇒ Unlisted

 www.youtube.com/watch?v=29VwP9Ts90I&feature=youtu.be

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Infographic / Poster Resources

The Infographic/Poster for your presentation should be prepared using 16 points font or larger and saved as a pdf. The Infographic will be the visual first impression of your presentation in AAA's Presentation Gallery. It should feature the highlights of your presentation. Resources, **templates**, and examples are available on this page to help you craft your infographic.

During your uploading process to AAA's Presentation Gallery, you will be asked to upload your infographic, your short video, a brief description/abstract of your session, key

Resources, Templates, and Examples

"How to create a better research poster in less time" a 20 minute YouTube presentation--start viewing at 11:35 for good design, redesign, and examples
Templates referred to in video [**templates**]

Infographic Templates using PowerPoint

Visme.co-a free presentation program

words/#hashtags for your presentation, plus any other materials you want to share (i.e., working paper, presentation slide deck, handout, dataset, website url, tools list, etc.).

You can post updates/revisions in AAA's Presentation Gallery until May 28.

How to create your Account Profile and Log in to AAA's Presentation Gallery hosted by Morressier.

Examples: **Drones for Inventory Case Studies Infographic**

Data Analytics Cases Using Excel, PowerBI, and/or Tableau Infographic





How to create a better research poster in less time (including templates) – #betterposter PART 1

490,016 views • Mar 25, 2019

👍 8.9K 💬 220 ➦ SHARE ⚙️ SAVE ⋮

Research Infographic Suggested Formats

School Logo

Infographic Title-Research

Segment Meeting Graphic

Author's Name/s

Address/es

Introduction/Key Words

Main Finding translated into plain English/graphs/pictures. Emphasize the important.

Results/Conclusion

Objective/Aim/Benefit to Accounting

Acknowledgements/About the Author

School Logo

Infographic Title-Research

Segment Meeting Graphic

Author's Name/s

Address/es

Introduction/Key Words

Methods

Results

Conclusion

Objective/Aim/Benefit to Accounting

Acknowledgements/About the Author

Infographic Suggested Format

School Logo	Infographic Title	Segment Meeting Graphic
Author's Name/s Address/es		
Introduction/Key words	Main Finding translated into plain English/graphs/pictures. Emphasize the important.	Extra Tables/Figures
Objective/Aim/Benefit to Accounting		
Results/Discussion		

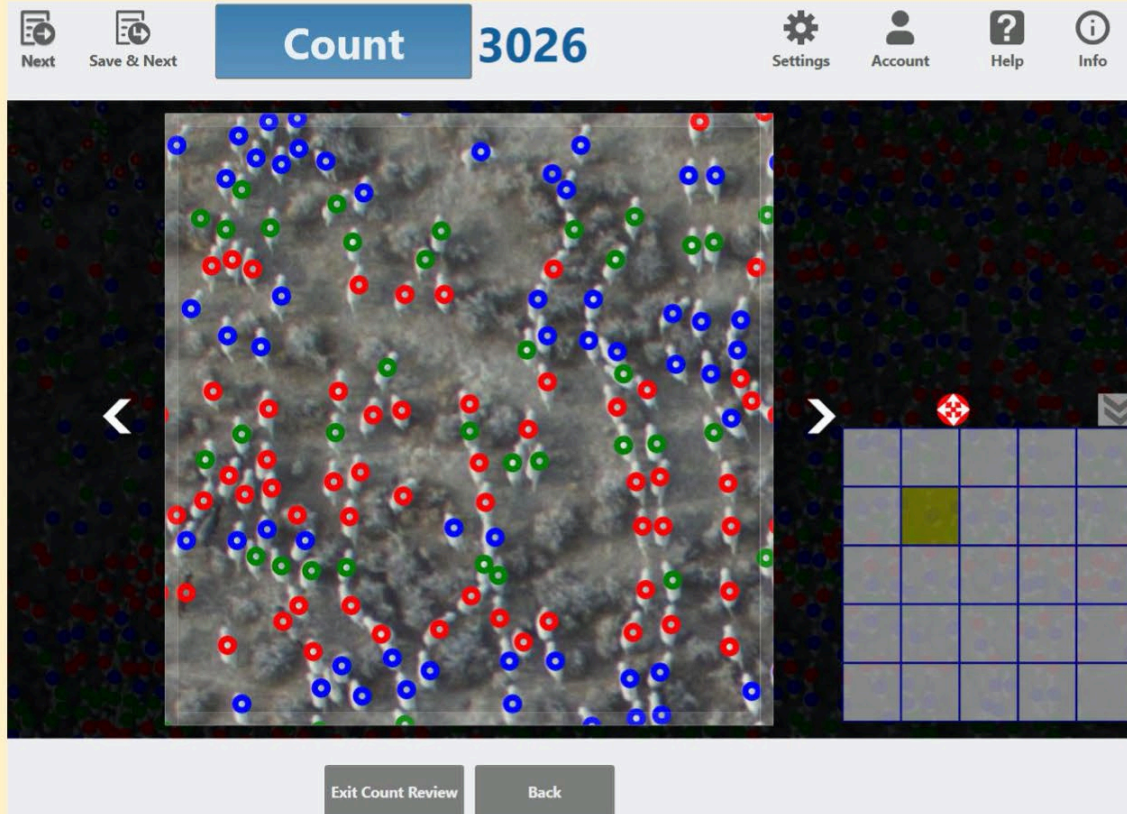
Drones for Inventory Case Studies!

Deniz Appelbaum, MBA, Ph.D.
 appelbaumd@Montclair.edu

Drones, Inventory, AI

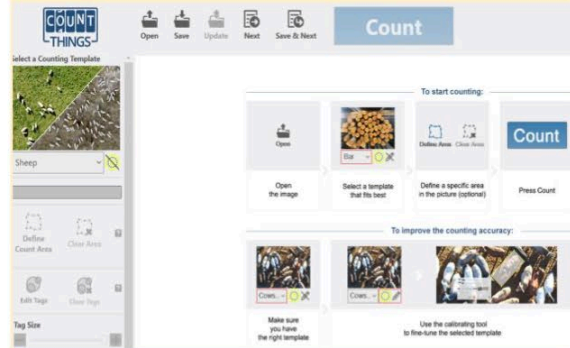
Drone and FPV camera data along with AI can facilitate your inventory count! Deal more effectively with counting:

- Image recognition software as audit tool!
- May be less costly
- Safer audit process
- Faster audit process
- Classroom cases



Inventory challenges and AI:

Inventory Count and Measurement Challenges		
Examples	Challenges	Special Procedures
Lumber	Problem identifying quality or grade	Employ an audit specialist.
Piles of sugar, coal, scrap steel	Use of geometric computations, aerial photos	Employ an audit specialist.
Items weighed on scales	Accuracy of scales	Examine certification.
Bulk materials (oil, grain, liquids in storage tanks)	Measurement of volume, ensuring composition of content	Climb the tanks. Dip measuring rods. Sample for assay or chemical analysis.
Diamonds, jewelry	Identification and quality determination problems	Employ an audit specialist.
Pulp wood	Quantity measurement estimation	Examine aerial photos.
Livestock	Movement not controllable	Use chutes to control animals.



KAT Insurance: Intro Accounting Data Analytics Cases Using Excel, Power BI and/or Tableau

Wendy Tietz, Kent State University | Jennifer Cainas, University of South Florida | Tracie Miller-Nobles, Austin Community College

Financial Accounting Case

- Cover any time after **accounting cycle**
- General learning objectives
 - Clean the data in a data set
 - Analyze sales trends
 - Interpret findings
- **Excel skills:** Sort, VLOOKUP, format, pivot table, pivot chart, calculated field, map chart
- **Power BI skills:** Import, table visualization, sort, slicer visualization, clustered column chart, map visualization
- **Tableau skills:** Join two tables, sort, visualizations, use Marks card, calculated field, tables, map chart

Managerial Accounting Case

- Cover any time after **contribution margin concepts**
- General learning objectives
 - Clean the data in a data set
 - Analyze cost and contribution margin data
 - Interpret findings
- **Excel skills:** Pivot table, Find & Replace, VLOOKUP, calculated columns and fields, sort pivot tables
- **Power BI skills:** Import, table visualization, calculated columns, LOOKUPVALUE, average, count, filter, slicer
- **Tableau skills:** Join two tables, sort, visualizations, filter, format, use Marks card, bar chart

Wendy Tietz, wtietz@kent.edu
Jennifer Cainas, jmcainas@usf.edu
Tracie Miller-Nobles, tnobles@austinctc.edu



KAT Insurance Case Background

- Based on anonymized real-life national insurance data
- More than 65,000 records
- **Both financial and managerial accounting cases can use Excel, Power BI and/or Tableau**

AccountingsAnalytics.com

Each KAT Project Includes:

1. Case (one-page)
2. 50-page instructor guide
3. Student guide
4. Instructions for obtaining software tools
5. Four versions of 65,000+ record data set
6. Step-by-step tutorial video (close captioned) & 24-record tutorial data set
7. Annotated tutorial slides (pdf)
8. Editable grading rubric
9. Multiple-choice questions with solutions
10. Solution files
11. Check figures for students
12. Video assignment instructions (optional)

AICPA Core Competencies

- **Accounting competencies:** Measurement analysis and interpretation, Technology and tools
- **Business competencies:** Strategic perspectives, Process and research management, Governance perspective, Customer perspective
- **Professional competencies:** Decision-making, Communication

Excel vs. Power BI vs. Tableau



- + Familiar
- Limited features



- + Microsoft product
- Will not run using Mac OS



- + Windows and Mac OS
- Need to register

Statistics

- >300 instructor requests from >20 countries
- >3,500 students completed the cases
- >93% of students found tutorials useful

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Video Resources

Record a no more than 5-minute video in mp4 or MOV format about your presentation. The video should cover the key highlights of your presentation and why you did it.

There are many ways to do a short video: a saved Zoom recording or a voiceover PowerPoint saved as an mp4 or MOV. How-to resources are listed below. AAA will also post tech support hours to answer your questions.

During your uploading process to AAA's Presentation Gallery, you will be asked to upload your infographic, your short video in mp4 or MOV format, a brief description/abstract of your session, key words/#hashtags for your presentation, plus any other materials you want to share (i.e., working paper, presentation slide deck, handout, dataset, website url, tools list, etc.). You can post updates/revisions to AAA's Presentation Gallery until May 28.

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Beginner Resources

How to Create your mp4 Video using Zoom- .mp4-Mac
pc or Mac

How to Create a Voice over PowerPoint mp4 video Presentation using the Recording Feature for Spark-pc

How to create screencapture videos-Mac

How to create videos using iMovie-Mac

How to Record Yourself in PhotoBooth-Mac

How to convert file formats, i.e. .MOV to

Options for Recording Videos by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles
[[Handout](#)]

How to Use PowerPoint Recording to create a Video by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles [Handout]

Using Zoom for office hours or Class (Zoom basics) by Wendy Tietz, Jennifer Cainus, and Tracie Miller Nobles [Handout]

Advanced Resources

Coursera's Home Video Production Toolkit

EXAMPLE:

Student Success Tips using Zoom and a Powerpoint slide Virtual Background



Spark Meeting Program

June 11 and 12

June 11

Session Time EDT	Impact	Research Infographics	Research Infographics	Teaching Infographics/ Presentations	Teaching Infographics/ Presentations
11:00-12:00	Segment Keynote and Welcome	Segment Keynote and Welcome	Segment Keynote and Welcome	Segment Keynote and Welcome	Segment Keynote and Welcome
12:00-12:30	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
12:30-1:30					
1:30-2:00	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
2:00-3:00					
3:00-3:30	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
3:30-4:30					
4:30-5:00	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
5:00-6:00					
6:15-	Segment Block Party hosted by...Example: Segment <u>awards</u> , <u>leader</u> toasts, etc.	Block Party hosted by...	Block Party hosted by...	Block Party hosted by...	Block Party hosted by...

June 12

Session Time EDT	Impact	Research Infographics	Research Infographics	Teaching Infographics/ Presentations	Teaching Infographics/ Presentations
11:00-12:00					
12:00-12:30	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
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3:30-4:30					
4:30-5:00	Activity Break: View Gallery of Infographics, AAA video, game, raffles, etc.				
5:00-6:00					
6:15-	Block Party hosted by...	Block Party hosted by...	Block Party hosted by...	Block Party hosted by...	Block Party hosted by...

Volunteer Opportunities

- Session Moderators-facilitate Q&A Discussion with Presenters
- Host a Segment Block Party Gathering

Questions?

Ask Stephanie Glaser stephanie@aaahq.org

Or Susan Crosson susan.crosson@aaahq.org

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