July 15, 2020

How to get Ready for your
Annual Meeting Session

Traditional Paper and Dialog Sessions
Objectives

• Understand how the platforms being used for Annual Meeting will support your session
• Have the ability to create and share your materials
• Outline the key dates between now and your session
How will the Annual Meeting work – virtually?

AAA Virtual Meeting: The Attendee’s Perspective

Presentation Gallery

Live Conference Site

Plenaries, Traditional paper sessions, Dialog paper sessions, Panels, CTLA sessions, Award presentations...

Open approximately 2 weeks before the meeting: Infographics, abstract, video, and working paper
And Presenters and Moderators will see “behind the scenes”
How will this all happen? Big picture!

- We are finalizing the program – and will let you know the time of your presentation by the end of next week
- You will submit your content to the Presentation Gallery, hosted by Morressier
- You will provide questions (more on that in a moment)
- We will create a detailed “script” for the session – and provide it to all presenters
Presenter To Dos:

By July 21
A. Submit to the Presentation Gallery
1. Create Account Profile using the unique link to the AAA Presentation Gallery you received on July 13 (Monday). Then you can...
2. Design and upload your Infographic
3. Record a short (< 10 minute) video of your paper’s highlights and upload as a mp4 or MOV
4. Upload working paper, abstract/presentation description, keywords for searches, and/or additional materials

B. Submit your polling question and – for dialog sessions, your 2 moderator questions
1. Prepare a multiple-choice polling question about your presentation. This will be “activated” in the last 2 minutes of your presentation
2. For Dialog Sessions: Write two questions you want to be asked by the moderator about your presentation.
3. Use the link in the email you received with these instructions

C. Register for the meeting

Week of August 3
Rehearsal in the platform – AAA will be emailing you to schedule.

August 10-13
Look great and arrive 15 minutes early for your session. Enjoy the live Q&A interaction – being recorded so more can benefit!

For Resources:
https://aaahq.org/Meetings/2020/Annual-Meeting
Evisa Bogdani*, Monika Causholli*, W. Robert Knechel*
*University of Kentucky, †University of Florida

Overview
We examine whether assurance facilitates capital formation in equity crowdfunding market.

Equity crowdfunding refers to the process of raising capital by selling securities through the internet to a large number of investors. The SEC requires companies to disclose financial statements but does not require them to hire assurance providers.

Main Findings
Startups that choose to hire an independent CPA:

- Are 81% more likely to achieve their target fundraising vs startups that only provide management-certified financial statements.
- Attract 81% more investors.
- Raise 69% more funds, over and above the target level.

Investors do not differentiate between companies that provide reviews relative to those that do not.

Results H1
Management Certification / CPA_Engagement

<table>
<thead>
<tr>
<th></th>
<th>Success</th>
<th>Assurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pr_Success</td>
<td>0.594*</td>
<td></td>
</tr>
<tr>
<td>Amount of Funds</td>
<td>0.528**</td>
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</tr>
<tr>
<td>Excess Funds</td>
<td>0.915**</td>
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</tr>
<tr>
<td>Number of Investors</td>
<td>0.594***</td>
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Results H2
Audit vs Review

<table>
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<tr>
<th></th>
<th>Variable</th>
<th>Review</th>
<th>Audit</th>
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</thead>
<tbody>
<tr>
<td>Pr_Success</td>
<td>0.585*</td>
<td>0.753</td>
<td></td>
</tr>
<tr>
<td>Amount of Funds</td>
<td>0.508***</td>
<td>0.876***</td>
<td></td>
</tr>
<tr>
<td>Excess Funds</td>
<td>0.887***</td>
<td>1.087***</td>
<td></td>
</tr>
</tbody>
</table>
raising capital by selling securities through the internet to a large number of investors. The SEC requires companies to disclose financial statements but allows to choose the assurance level: certification by management, or an audit or review by an independent accountant.

➢ Attract 81% more investors.
➢ Raise 69% more funds, over and above the target level.

Investors do not differentiate between companies that provide reviews relative to those that provide audits.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Review</th>
<th>Audit</th>
</tr>
</thead>
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<tr>
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</tr>
<tr>
<td>Excess Funds</td>
<td>0.887***</td>
<td>1.387***</td>
</tr>
<tr>
<td>Number of Investors</td>
<td>0.549***</td>
<td>0.963***</td>
</tr>
</tbody>
</table>

Key Words: equity crowdfunding, assurance, audit, reviews, capital, startups, finance

Video Presentation
The Role of Assurance in Equity Crowdfunding

Evisa Bogdani -- University of Kentucky
Monika Causholli -- University of Kentucky
W. Robert Knechel -- University of Florida
Creating your infographic: What should it be?

• Focus on the results and the key takeaways

• You want it to share the main points – and to encourage the reader to dig deeper

• Think about sharing this with people less familiar with research

https://aaahq.org/Meetings/2020/Annual-Meeting/Presenter-Resources-Infographic
Hiding or Helping? Determinants and Consequences of the Timing of Conference Calls
Sudipta Basu; Zhongnan (Tracy) Xiang
Temple University

Motivation

A real-world example: Lockheed Martin
- 2019 Q4: 11 a.m. earnings call
- 2013 Q4: 3 p.m. earnings call
- 2006 Q4: 5 p.m. earnings call

Three timing choices
- Regular trading hour
- Before market opens
- After market closes

Determinants

- News content (backward looking)
- News content (forward looking)
- News uncertainty

<table>
<thead>
<tr>
<th>Proxy</th>
<th>[Earnings surprise]</th>
<th>[Tone of forward-looking statements]</th>
<th>Textual uncertainty score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistical significance</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Economic significance</td>
<td>BMO: 0.8%</td>
<td>BMO: 0.7%</td>
<td>BMO: 0.3%</td>
</tr>
<tr>
<td>AMC: 1.2%</td>
<td>AMC: 1.4%</td>
<td>AMC: 0.4%</td>
<td></td>
</tr>
</tbody>
</table>

Implications
- Helping

Consequences

Event study on the “scheduling” day
- Switching from BMO to AMC → Higher trading volume
- Switching from BMO to AMC → Lower trading volume

Main findings

Why do firms hold earnings calls differently (during morning/daytime/evening)?

- Firms with more extreme (either good or bad) and uncertain news tend to hold conference calls outside trading hours, especially in the evening.

How do investors interpret and react to firms’ call timing choices?

- Abnormal trading volume is lower when the market is notified of an upcoming earnings call switching from outside to during trading hours.

Implications

- Firms hold conference calls outside trading hours to help investors understand extreme news; investors infer earnings news from firms’ timing decisions.

Contact: sudipta.basu@temple.edu; tracy.xiang@temple.edu
CEO Gender, Government Ownership, and Firm Performance: Evidence from China

Hanchen Li & Xiaochuan Tong
(Beijing Jiaotong University, University of Massachusetts Boston)
Contact: Xiaochuan.Tong001@umb.edu

Research Question:
What is the joint impact of CEO gender and government ownership on firm performance?

Why in China:
Presence of state-owned enterprises (SOEs) (20%-35%)

Why important?
Contributes to the literature on:
• Gender Issues
• Corporate Governance
• Government Ownership

Methods:
• Panel regression with industry-year fixed effects
• Subsample tests
• Heckman Selection Model
• Propensity Score Matching (PSM)
• Analysis of Transition firms

F_SCORE Distribution

Why this happens?
(1) Female CEOs are better at communication, therefore better take advantage of political resources of SOEs.
(2) The CEO turnover is less sensitive to firm performance in SOEs. Female CEOs prefer less pressured work environment.
(3) Working in SOEs is more stable and less competitive, which is particularly good for female CEOs to explore their managerial skills.

Main Finding:
Female CEOs outperform male CEOs under government ownership in terms of firm performance

Relevant to CEOs, directors, policy makers.

Raising Concerns:
• Underrepresentation of female CEOs in China (5%).
• While female CEOs outperform in SOEs.
• ACTIONS should be taken to address this socio-economic issue.
...and they try to explain it on this giant poster.

How to create a better research poster in less time (including templates) — #betterposter PART 1
Creating your infographic: How can you do it?

• We have resources on the Annual Meeting page
• You can create them in PowerPoint – and there are templates
• You can create with graphics tools, online sites...
• Just be sure to save as PDF

https://aaahq.org/Meetings/2020/Annual-Meeting/Presenter-Resources-Infographic
### Infographic Title - Research

**Author's Name/s**

**Address/es**

<table>
<thead>
<tr>
<th>Introduction/Key Words</th>
<th>Main Finding translated into plain English/graphs/pictures. Emphasize the important.</th>
<th>Results/Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective/Aim/Benefit to Accounting</strong></td>
<td><strong>Acknowledgements/About the Author(s)</strong></td>
<td></td>
</tr>
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<tr>
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</tbody>
</table>
VIDEO RESOURCES

Record a no more than 10-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 July 21.

Beginner Resources

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

CTLA Resources

CTLA Webinar July 9, 2020
When you submit

• The URL provided is *only* for the submitter
  – You will be able to add your co-authors - but they will use a different URL to create their accounts (coming after the Presentation Gallery is open - anticipated July 28)

• Public or Private?
  – When the Gallery opens, it will be available only to registrants
  – Therefore, when you upload to Morressier, make your materials PUBLIC - no one will be able to see anything if you choose private
  – 60 days after the meeting, the Gallery will be open to anyone -
    • Gives visibility to your work
    • And yet, if you don’t want it to be available, we will remind you to make yours private a few days before
# Program Layout for Paper Sessions - 4 days

<table>
<thead>
<tr>
<th>Time Slot/Room</th>
<th>Rm 1</th>
<th>Rm 2</th>
<th>Rm 3</th>
<th>Rm 4</th>
<th>Rm 5</th>
<th>Rm 6</th>
<th>Rm 7</th>
<th>Rm 8</th>
<th>Rm 9</th>
<th>Rm 10</th>
<th>Rm 11</th>
<th>Rm 12</th>
<th>Rm 13</th>
<th>Rm 14</th>
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<th>CTLA 2</th>
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<td>4</td>
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<td>2-3</td>
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<td>12</td>
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<td>32</td>
<td>33</td>
<td>34</td>
<td>C3</td>
<td>C7</td>
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<td>4:30-5</td>
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<td>43</td>
<td>44</td>
<td>C4</td>
<td>C8</td>
</tr>
</tbody>
</table>

**Legend**

- Concurrent regular, dialogue and panel sessions
- CTLA sessions
What will happen in each session? We have “scripts”

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>People</th>
<th>URL</th>
<th>Files</th>
<th>Share Screen or CMI Projects?</th>
<th>Poll Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>-15</td>
<td>Make title screen active for attendees</td>
<td></td>
<td></td>
<td>Title Screen</td>
<td>CMI projects</td>
<td></td>
</tr>
<tr>
<td>-15</td>
<td>Meet in the Green Room</td>
<td>All 4 presenters, 4 discussants, the moderator</td>
<td></td>
<td>Zoom URL</td>
<td></td>
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<tr>
<td>-5</td>
<td>Tech moves all presenters to live room:</td>
<td></td>
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<td></td>
<td>All Speakers muted</td>
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<tr>
<td></td>
<td>Sound to audience is off</td>
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<td></td>
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<tr>
<td>-2</td>
<td>Activate – keep active until + 3</td>
<td></td>
<td></td>
<td>Chime + CMI</td>
<td>Are you planning on attending all of this session? Yes/No</td>
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<td>Activates</td>
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<td>CMI Gives</td>
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<tr>
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<td>Start</td>
<td>Housekeeping</td>
<td>Video</td>
<td>Housekeeping</td>
<td>CMI Runs</td>
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<td>video</td>
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<tr>
<td>Start</td>
<td>Welcome</td>
<td>Moderator</td>
<td></td>
<td>Title slide</td>
<td>CMI Runs</td>
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<td>– Papers and</td>
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<td>authors</td>
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<td>End Time</td>
<td>Poll?</td>
<td>Activity</td>
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<tr>
<td>+ 2</td>
<td>+ 5</td>
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<td>Elevator Pitch</td>
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<td>+12</td>
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<td>Q2</td>
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<tr>
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<td>+ 18</td>
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<td></td>
<td>Infographic #3</td>
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</table>
# Dialog Sessions

## Session Template: Concurrent Dialogue Session (60 minutes)

**Session Title:**

**Date:**

**Time slot (eastern): Start**

**Room Setup:**

Zoom default mode: Active Speaker View

Poll, Chat, Q&A

**NOTE:** Yellow highlight is showing what each author will provide (when this goes to them, they’ll see their responsibilities)

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Poll?</th>
<th>Activity</th>
<th>People</th>
<th>URL</th>
<th>Files</th>
<th>Share Screen or CMI Projects?</th>
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<td>-5</td>
<td></td>
<td>Meet in the Green Room</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-5</td>
<td></td>
<td></td>
<td>Tech moves all presenters to live room:</td>
<td>All Speakers muted</td>
<td></td>
<td></td>
<td>Chime + CMI Activates</td>
<td>Are you planning on attending all of this session? Yes/No</td>
</tr>
<tr>
<td>-2</td>
<td>+3</td>
<td>Q1</td>
<td>Activate – keep active until + 3</td>
<td></td>
<td></td>
<td></td>
<td>Chime + CMI Activates</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Countdown from Staff</td>
<td>When live, sound to audience is on</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>-2</td>
<td></td>
<td></td>
<td>Start Housekeeping</td>
<td>Video</td>
<td>Housekeeping video</td>
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</tr>
<tr>
<td>Start</td>
<td>+2</td>
<td></td>
<td>Welcome</td>
<td>Moderator</td>
<td>Title slide – Papers and authors</td>
<td>CMI Runs</td>
<td></td>
<td></td>
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Paper 1 Discussion: Title, Presenter
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Presenter To Dos:

**By July 21**

**A. Submit to the Presentation Gallery**
1. Create Account Profile using the unique link to the AAA Presentation Gallery you received on July 13 (Monday). Then you can...
2. Design and upload your Infographic
3. Record a short (< 10 minute) video of your paper’s highlights and upload as a mp4 or MOV
4. Upload working paper, abstract/presentation description, keywords for searches, and/or additional materials

**B. Submit your polling question and – for dialog sessions, your 2 moderator questions**
1. Prepare a multiple-choice polling question about your presentation. This will be “activated” in the last 2 minutes of your presentation
2. For Dialog Sessions: Write two questions you want to be asked by the moderator about your presentation.
3. Use the link in the email you received with these instructions

**C. Register for the meeting**

**Week of August 3**
Rehearsal in the platform – AAA will be emailing you to schedule.

**August 10-13**
Look great and arrive 15 minutes early for your session. Enjoy the live Q&A interaction – being recorded so more can benefit!
Important URLs

Resources

• AAA website:
  – https://aaahq.org/Meetings/2020/Annual-Meeting

• Annual meeting website for poster help:
  – https://aaahq.org/Meetings/2020/Annual-Meeting/Infographic-Poster-Resources

• Videos resources:
  – https://aaahq.org/Meetings/2020/Annual-Meeting/Video-Resources

Submit your questions

• Traditional Paper Sessions: Submit 1 poll question for the audience
  – https://www2.aaahq.org/am/cpe/index.cfm

• Dialog Paper Sessions: Submit 1 poll question for the audience, and 2 questions for the moderator to ask about your paper
  – https://www2.aaahq.org/am/modquestions/index.cfm

Submit to the Presentation Gallery, hosted by Morressier

• Follow the link in the email you received
Volunteer Opportunities

• There are still opportunities to be a moderator and/or discussant!
Thanks for being part of the Virtual Annual Meeting -

We are learning together, and it will make a difference!
Questions?

If you think of more, email Stephanie Glaser

stephanie@aaahq.org