

PRESENTER CRITERIA AND GUIDELINES

CRITERIA

All speakers will have a total time allocation of 20 minutes to give their presentation. Session chairs will determine if Q&A will come after each presentation or at the end of the session.

Please select your slide count to conform to a roughly 17 minute presentation. The recommended slide count is one to two slides per minute. Please do not try to compress more content than the 17 minutes will allow. The parallel tracks will maintain time synchronization. To achieve this, each podium will be equipped with a timer. You will be cut off at the time limit.

A slide template is available for your use. Please note the presentation is to be for the standard modern 16:9 ratio screen format.

The lead slide should include the presentation title and identify the authors and their affiliations. This will serve as your introduction to the audience—so be certain to include it.

Please plan to attend the Authors' Coffee with your session chair on the morning of your presentation. You will load your presentation directly onto the computer in the session room. Please be certain to bring your presentation and a backup copy of your presentation with you.

GUIDELINES FOR AN EFFECTIVE & PROFESSIONAL PRESENTATION

First, when designing and creating a presentation, you should spend some time thinking carefully about the function of the presentation. To insure that your presentation slide show will convey its purpose to the targeted audience, consider the following when you begin planning:

- Why: are you giving the presentation?
- What: materials do you want to use with the presentation?
- Who: will be in the audience and how many people will attend?
- When: will the presentation occur?
- Where: is the presentation to be given?
- How: does the method you use to deliver the presentation affect presentation design? Then, keep the following tips in mind as you begin to organize your thoughts into an outline and use the Outline View to easily type in all text.

GUIDELINES FOR AN EFFECTIVE & PROFESSIONAL PRESENTATION

Set the tone for your presentation

Depending on your audience the presentation style will differ. Imagine, you would not use the same style when presenting to a group of elementary students as when presenting to a Board of Trustees.

Use contrast

Dark background (blue, green or purple) with a light type-face (white or yellow) for the greatest contrast and visibility under a variety of lighting conditions or vice versa.

Keep your message simple and focused

Overuse of glitzy transitions, multiple typefaces, and large or inappropriate graphics detracts from your message. Less is more! Use the special effects to highlight key points!

Follow the 6 x 6 rule: no more than 6 bullets per page and no more than 6 words per bullet. Do not use paragraphs of text and do not read your presentation to your audience.

Make sure your slides are readable from the back of the room; don't make your font size too small or fine, and limit the amount of information on a single slide.

Crop photos to eliminate unnecessary backgrounds. Make sure your photos and graphics are big enough to be seen and well placed on the slide.

Do not add pictures just for the sake of adding something. Be sure the image enhances the point you are trying to make.

Consistency makes your presentation more professional. Keep like items in the same place on each slide (i.e. title, subtitle, bullet points, graphics, etc.). Use the same transitions, animations throughout. Copying a slide and then editing it makes it easy to be consistent.

If you use sound clips, do not over do it! Sounds can be very distracting! If you use sound, make sure it is appropriate for the topic.

Be sure to test it in advance! Be prepared for something to go wrong!

Print a copy of your slides (or speaker's notes) to take with you to the presentation. This can be a backup in the event of technical difficulties and it will make it easier to locate a specific slide, in case you have to refer back to it during Q & A time.

Proof your presentation and practice presenting

A well-prepared and enthusiastic presentation will help you convince the audience that you are an expert on the topic and maintain their attention.

GOOD REMINDERS

Talk to Your Audience - The person in the last row came to hear you. The microphone is your instrument of communications. Use it.

Don't Read Your Paper - Your listeners can do that at home. A talk is not a paper. The success of your speech will depend to a great extent on how well you recognize this. The reader can go back over a point he has missed --the listener cannot. The listener must be introduced to the subject and brought along, step by step, with the speaker's arguments. Therefore,

Introduce the subject of your talk (not the entire field) Use short sentences Use repetition Pause for digestion of facts Present only the highlights

Rehearse Your Talk - Time your talk in rehearsal and regulate the modulation in your voice. For novices, it will help to memorize your introductory remarks. This will enable you to familiarize yourself with the audience and surroundings.

AUDIO/VIDEOTAPING, DIGITAL RECORDING AND PHOTOGRAPHY

Because all presentations and associated materials are the speakers' intellectual property, anyone else must obtain the speakers' permission to record their session or activity in any medium. Recording for commercial purposes is allowed **only** with prior permission from both of SME and the speakers. SME reserves the right to ask any attendee to move within or to leave a session venue if their use of technology is disruptive to speakers or other attendees.

THANK YOU AND BEST WISHES FOR A SUCCESSFUL PRESENTATION