Preparing Your Presentation

1.) All presentations at this year’s Annual Meeting will be in WIDESCREEN format. To take full advantage of the new widescreen format, please build or convert your presentation to 16:9.

2.) Use text, photos, charts and graphics. To ensure clarity, however, avoid using all of these on one slide.

3.) Each slide should convey one main idea. The audience should be able to take in the visual in 20 seconds or less. Information relevant to another idea should be moved to another slide.

4.) In general, use no more than five to seven lines on one slide. More than seven words per line are usually illegible. Leave space, roughly the height of a capital letter between lines.

5.) The larger, the better. Remember, your slides must be readable from the back of the room.
   a. Content text should be no smaller than Verdana 24 point.
   b. Use Sans Serif fonts such as Arial, Tahoma and Veranda for clarity.
   c. Do not use capitals except for occasional emphasis – they are harder to read than lower-case letters.
   d. Do not mix fonts unless it is for a good reason, e.g., presenting quotes.
   e. Reds and oranges are high-energy but can be difficult to stay focused on.
   f. Greens, blues, and browns are mellower, but not as attention-grabbing.
   g. Reds and greens can be difficult to see for those who are color blind.

6.) Use blue or gray background rather than black or white. Your text and graphics will look better and be easier to read.

7.) For figures created in charting programs and then exported to PowerPoint, be sure that the output fonts and line widths are legible once the image is scaled within PowerPoint.

8.) If you have a complicated chart, it’s a good idea to add statistics directly onto the chart and to provide the details of the graph orally.

9.) Take time to rehearse your presentation. If your presentation runs longer than the allotted time, eliminate the least essential material and rehearse again.

Presenting

10.) Be considerate of other speakers and the audience by staying within your allotted time.

11.) Give an opening statement to acquaint the audience with the nature of your discussion.

12.) Use the microphone and speak toward the audience.

13.) Have a learning objective - Why are you speaking and what do you want to share? What will the audience learn from you? Know what you want your audience to walk away with. Design
your presentation to match their needs and expectations.

14.) **Simplify** - Your presentation should aim at transmitting key messages. People simply can’t absorb too much content. Emphasis should be put on the quality of the message rather than the quantity of information presented.
   a. There should not be enough text on your slides for you to read your presentation. Use the notes section of PowerPoint or bring notecards if you are afraid you will forget to say something important.

15.) **Respond to the audience** - Adjust and adapt as needed. If what you have prepared is obviously not getting across to your audience, be prepared to change your strategy midstream. If you are short of time, know what can be safely left out. If you have extra time, have another section on hand to add in. Always be prepared for the unexpected.

16.) **Avoid running over into Q&A time** - This time is very valuable and important to attendees. Carefully time your presentation and cut slides if necessary.

17.) **Slow down and pause as needed** - Allow yourself and your audience a little time to reflect and think. Don’t race through your presentation. Avoid “um” between thoughts. Brief silence is a good alternative.

18.) **Have a clear, positive ending** - End your presentation with some key take-home messages from your presentation. Thank your audience and suggest next steps or indicate where you will be for additional questions.

### Session Q and A

19.) Each session should contain at least 10-15 minutes of Q and A time.
   a. If your session would like more than 10-15 minutes, please plan presentations accordingly.
   b. There are several rooms that have back-to-back sessions so there cannot be any overage in session time.

20.) Q and A gives attendees the opportunity to engage with the speakers and help them apply what you have presented to their daily practice.

21.) All sessions will have standing microphones for attendees to ask questions.

22.) Some sessions will have the Audience Response Feature.
   a. These sessions are limited and will be notified well before the meeting if they are selected.
   b. This feature allows attendees to ask questions via their own mobile device and also answer prepared questions by the speakers for immediate feedback.

23.) The chair/moderator for each session should help moderate and take questions from the audience.

24.) Session speakers can decide to wait until the end to take Q and A or designate some time at the end of each individual presentation.

25.) Presenters should prepare some questions beforehand in case the audience does not have any questions immediately.
   a. These questions often help start discussion and entice attendees to ask new questions.