



Speaker Presentation Guidelines

ICPTT 2009, Shanghai, China

Congratulations on your acceptance to make a presentation at the ICPTT 2009! This is an excellent opportunity for you to share knowledge and information with your colleagues.

It is important that you prepare an interesting and informative presentation for the conference. Please review the following guidelines to assist you doing this.

PREPARING YOUR PRESENTATION¹:

Begin by considering the following:

1. How much time you will have for your presentation?

Generally, there will be 4-5 papers in each session, and total time for one session will is 100 minutes, so each speaker will have 20-25minutes for presentation (include question & answer).

2. What is the topic of my presentation?

Of course, you know this, but make sure your audience is fully aware of your goals.

3. Who is my audience?

- Consider, if you were sitting in the audience, how you would like the information presented.
- ASCE is committed to promoting an inclusive professional organization. It is important that your presentation is geared to reach a diverse audience.
- Make sure that the content of your presentation, including audio or visual, does not contain any term/language that could be considered offensive.

4. What is the objective of my presentation?

Choose main points and elaborate on them.

Then, outline your presentation. A speech may be divided into three parts:

1) Introduction/Opening

- State your goal or ideas in general terms.
- Share a relevant story, anecdote, quote, or use a metaphor or comparison to your topic.
- Use humor very carefully; it can be powerful and engaging, but jokes, as a particular form of humor, are risky and difficult to use successfully. Do not use humor that could be deemed offensive to a particular group.
- Any one or a combination of these introductory methods may be used in your opening to draw your audience into the presentation.

2) Body

- Discuss your main idea(s) in detail.
- Use supporting examples.
- Use visual aids to reinforce.
- Reiterate your points.
- Develop a theme.

3) Closing

- Summarize your main points.
- Restate your goal, in a memorable way.

¹ "Pipelines Conference 2009" Speaker Presentation Guidelines



SPEAKER PRESENTATION GUIDELINES

- Explain the value of your discussion.
- Reiterate the plan of action or any future plans.

VISUAL AIDS:

You may decide to incorporate visual aids into your presentation. A Harvard University study reveals that individuals comprehend about 7% of information they obtain verbally. They comprehend 87% when information is delivered both verbally and visually.

- Computer-based presentations (such as PowerPoint) are the most popular form of visual aid at this time. Each session room will have an LCD projector available.
- Your presentation time begins when you are introduced. To maximize your presentation time, please make sure any computer-based presentations are pre-loaded on your computer or the computer that will be used for presentation, and ready to go when you arrive at the session room. You may take advantage of the Speaker Preparation Room for this purpose.
- Choose your visual aids carefully and make each one count. Determine if the information really needs visual representation. Too much information may overwhelm an audience.
- Be sure that everyone in the audience will be able to see the information.
- Fonts you choose should be seen by all the audience in the room
- Don't put too much information on any one slide.
- Use typeface that is easy to read. Dark type on light background is recommended.
- Graphs and charts with a lot of detail may be difficult to see, so you may want to either simplify them for presentation, or print them out and use as handout.
- Video players can be made available UPON ADVANCE REQUEST, using the Audio-Visual Request for.
- Please specify format. (DVD, VCR; American or European formats)
- Show only top quality tapes or DVD's
- Review your video ahead of time to make sure the video and sound qualities are good from beginning to end.

Exhibits...

- There may be times when you will be able to actually use what you are talking about as a visual aid – make sure that everyone can see it.
- This is best done with a small group.

*Audio-visual equipment available to speakers, free of charge, differs with each conference; please refer to the A/V Form for the options available to you.

The Final Step:

- Rehearse your presentation so you do not have to read it.
- Try to speak clearly and distinctly
- Presentation time will be limited- be sure your presentation fits into the time available (divide the number of minutes in your session by the number of presenters. This is the amount of time for your presentation).
- If you have practiced your presentation and are comfortable with your material and visual aids, then you will be a more relaxed, effective speaker.

Deadline to Submit Your Presentation materials

As the ICPTT Academic Committee need to examine your presentation materials (PowerPoint or some other Electronic Documents), so you should prepare your materials and sent them to wangshaoxiong@icptt.org before [Oct 8, 2009](#).

BEST OF LUCK ON YOUR PRESENTATION!