

Elements of a Great Presentation

- **Audio Visual Requests:** All presenters will be provided with a laptop, projector, screen, wireless mouse and lapel microphone. Please let us know if you require anything beyond this for your presentation at least 1 month prior to the event.
- **Dietary restrictions:** Please let us know as soon as possible if you have any special dietary needs. We are happy to accommodate your request.
- **Speaker Administration Forms:** Please read through and return the forms included in your speaker guide as promptly as possible. These forms ensure we are best able to accommodate your requests and make the event as valuable an experience as possible for you and the attendees.
- **Accommodations:** We are happy to answer any questions or concerns you may have as you book your travel and hotel accommodations. Please feel free to contact us.
- **Contact details:** Please be sure to keep us informed of any changes to your contact details so we can be sure to get you all the information you need prior to the event
- **Presentations:** We request that you provide a copy of your presentation in advance of the event. Please refer to your speaker guide for more specifics.
- **Key Take-Aways:** State (and list on your Power Point presentation if applicable) 3 - 4 key takeaways the audience will hear from you at the beginning of your presentation
 - Use these takeaways as an outline for your entire presentation
 - Summarize these takeaways at the end of your presentation
- **Company Description:** Spend only a short time describing you and your company (no more than five minutes); spend the majority of time on the specified topic
- **Audience Engagement:** Engage the audience from the beginning! This will result in better discussion and make you more comfortable while presenting.
 - Ask for questions from the audience throughout the entire presentation – not just at the end.
 - Ask the audience questions:
 - Show of hands who is using this strategy or software, is from this industry group, etc.
 - How are you currently tackling this challenge (pick one audience member to ask on the spot which will get the entire room thinking on their feet)

- **PowerPoint Creation:** Create your Power Point presentation so it can be published on our web site for attendees
 - If there are areas you would not like the general public to have access to, do not include it on the slides. Simply state the information during your presentation.
 - We will honor your choice not to have your presentation published; however, our audience highly prefers to be active listeners during your presentation (rather than scribbling away on notes), and then to view your slides after the conference for more detail.
 - Another option is to create two sets of slides, one that eliminates the information that is confidential
 - If you choose to not allow attendees to download your presentation from our web site, let them know this at the beginning of your presentation so they can take good notes.
 - Instead of talking about how successful your initiatives/processes/relationships/strategies are, talk about how specifically you made it successful
- **Topic Generation:** Things to think about regarding your topic:
 - What worked?
 - What didn't work?
 - Lessons learned?
 - What resources did you use?
 - What steps did you follow?
 - How did you come to your decision?
 - Who wasn't involved but should have been?
 - What would you do differently or keep the same?
 - What are your next steps?
- **Personalize:** Know your audience and tailor the presentation to their needs. (Your conference director can provide a picture of who your audience will be if you are not certain.)