



## Presentation Tip Sheet

### I. Preparation

- Participate in a preliminary conference call with your session coordinator and co-presenters (if applicable) to identify the most appropriate content and presentation format for your topic.
- Address the topics identified in your session description so audience expectations are met; conference attendees have selected your session based on this information. Relate to the theme of the conference where appropriate.
- Develop the content of your presentation in a way that is most relevant to your audience.
- Organize your materials and presentation in a logical sequence with a beginning, middle, and end.
- Incorporate opportunities for audience interaction, idea sharing, and questions and answers.
- Be prepared to address questions related to your session topic and presentation.
- Convey knowledge of our industry, organization, and membership.
- Use your presentation as an educational rather than a commercial opportunity. Please do not "sell" yourself, your business, or your product during the presentation.
- ACS audiences appreciate:
  - Information that is new & relevant
  - Information that builds on our members' knowledge and experience
  - Practical applications and ideas that can be implemented after conference

### II. Day of Presentation

- Report to your presentation room at least 30 minutes before your session begins, especially if you are bringing a laptop. This will allow time for you to get settled and check AV equipment.
- Meet your host in the session room. This ACS representative will introduce you to the audience, be in attendance during your presentation and close the session.
- Start and end on time. Out of respect for the audience, your fellow presenters, and other conference events, it is imperative that each session ends on time.
- Adapt to the audience as the session moves forward, watch for visual cues and topics of interest.
- Repeat any questions for the entire audience before you begin to answer.

### III. Public Speaking Tips

Please reach out to your session coordinator if you would like help rehearsing or preparing for your session - that's what they are there for! Below are some general tips about effective public speaking.

- Effective public speaking is a combination of prior planning, positive attitude, and listening skills.
- Engage your audience with a smile and relaxed, confident presentation style.
- Grab the audience's attention with a provocative opening, thought-provoking question, or intriguing story about your subject.

- Take a few breaths before speaking and before launching into a new topic.
- Maintain good eye contact and keep a steady voice to hold the audience's attention.
- If you do not speak on a regular basis, rehearsing your presentation in advance may provide additional confidence.

## IV. PowerPoint

ACS staff will provide a template with graphics to complement the conference theme and provide consistency of presentations. Please visit our Speaker Resource Center on the ACS web site to download the PowerPoint Template for the current year. (The Speaker Resource Center can be found on the Conference Information Page.)

### FONTS

- A 20-point font is best for legibility.
- Arial, Avant Garde, Helvetica and other sans serif fonts are simple and easy-to-read.
- Generally, use only one font throughout the presentation, with another one used sparingly for emphasis of major points.

### FORMAT

- Use bullet points instead of full sentences.
- Mixed-case (upper and lower) text organized in a horizontal, left-to-right manner is the easiest to read. Also, text set flush-left is the easiest to read.
- Try to avoid using justified text because of the possible awkward spacing.

### CONTENT

- PowerPoint images should not be a replacement for the more detailed content of a verbal presentation. Slides should supplement and complement what the presenter is saying.
- Keep the size of your audience in mind. Visuals that are not clearly legible to all participants are distracting. Remember that some participants will be in the back of the room.
- Text and graphics should highlight presentation points, not state them word-for-word.
- Use photographs, charts and images. Many people are visual learners.
- Use color and graphics (arrows, bars, boxes, etc.) to draw attention to points of interest.
- Keep the message on the slides simple.
- Remember to use spell check or the audience may lose their train of thought by focusing on unnecessary mistakes.
- Limit the amount of text on each slide. To avoid clutter and keep the audience's attention on important ideas, generally, do not fill more than 75 percent of the slide with text. Limit headings to four words and follow the 7x7 rule as a general rule that limits text to seven lines per slide and seven words per line.
- For professional appearance and future advertisement, include contact information and your company logo if applicable on either the opening or closing slide.

### In closing...

*Enjoy your time at the conference. ACS members place a high priority on new information and learning. You will find a welcoming and receptive audience.*