

IWC PRESENTATION AND POWERPOINT GUIDELINES

We welcome you as a Presenter at the International Water Conference®. The following tips, suggestions, and guidelines are to assist with the delivery of your paper and the design of the PowerPoint presentation.

DESIGN THE CLOSE

Devote your creative energies up front to this important part of the presentation. Summarize your main points. You might consider memorizing the last two minutes, so you go out with a bang.

CREATE THE OPENING

This is the second most important part of the presentation, as this creates the first impression of you. Consider memorizing the first two minutes to ward off butterflies and establish a flow.

OUTLINE THE BODY

What is your story? Support your case with reasons, facts, proof, examples, references, etc. The presentation should follow the story line created in your paper.

CREATE PRESENTER NOTES TO HELP WITH YOUR TALKING POINTS

Don't read word-for-word from a script. Remember to face the audience as much as possible, rather than facing your slides.

REHEARSE, REHEARSE, REHEARSE

Time yourself. Practice with someone who has never seen your presentation. Ask them for honest feedback. The conference schedule is timed, and you will help your Session Chair, yourself and the audience by not exceeding your allotted time – 25 minutes for a paper, 10 minutes for a Prepared Discussion.

DESIGN THE POWERPOINT SLIDES

The audience came to see your presentation and hear your paper. Don't overdo it! Make sure the audience can read the slides. The following are guidelines to be used for the PowerPoint document.

- Purpose of each slide – have one key point per slide with bullet points for components of that point. Do not have all word slides and do not read the slides.
- Number of slides – target one slide per minute as a maximum
- Bullets – target 4 bullets per slide with 6 words per bullet. Each bullet should be only one line and preview what you are saying. Keep text to a minimum.
- Templates – use one of the IWC PowerPoint templates – slides should be in 16:9 format
- Layout – maintain continuity with the headings, margins, font size and colors
- Font type – to avoid compatibility issues, please use the fonts included on the IWC templates. Ornate or serif typeface like Times New Roman can be difficult to read. Sans serif fonts such as Arial, Century, or Calibri are easier to read.
- Font size – the slides need to be readable in a large room. The larger the better – use 48 point for titles and 28

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point for text. Titles should be capitalized. Remember: viewing your slides from your desktop is much different than the audience viewing them in a large room.

- Colors – use contrasting colors for the background and lettering. Too many colors in a single slide will reduce contrast and legibility.
- Graphs / Charts – minimize the graphic design elements, which tend to distract the viewer. Consider breaking out onto a separate slide the fine details of a larger image to increase viewability.
- Illustrations / Animations – only when needed as they can be a distraction to the audience. Avoid use of flashy transitions such as fly-in text.

QUESTION & ANSWER SESSION

One of the unique aspects of the IWC is the peer review of each paper & presentation. After the discussor review and your comments, there is an audience question and answer session. The following suggestions will make the session informative for all audience members.

- Listen to the complete question. Then repeat the question into the microphone. This will help ensure that you've understood the question correctly and that all audience members have heard the question as well.
- Pause before answering. This will both give you time to compose your answer as well as make the questioner feel that their question was important enough for you to think about the answer.
- Answer only the question that's been asked - no more and no less.

AUDIO VISUAL EQUIPMENT / POWERPOINT PRESENTATION

There are guidelines that outline the conference activities for the authors and discussors. In addition, there is a speaker's breakfast the morning of your session that allows everyone in the session to meet. The details for the session are again outlined during the breakfast. Prior to your session, you should check out the room, lectern, microphone, screen, laser pointer and timer. The computer will have your presentations preloaded, but make sure it is the most current version and everything works to your satisfaction. The IWC does not provide lapel or wireless microphones, or any black / white boards or flip charts. The IWC will have an audio-visual specialist available during the conference if there are any issues.

FINALLY

Just as important than the content of your message is how you say it. Your enthusiasm and confidence will contribute to the success of this year's conference. We look forward to your presentation!