



Conference Speaker Guidance

EARMA 24th Annual Conference, Brussels 2018

Author(s)

Annual Conference Programme Committee

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EARMA Conference Speakers

Introduction and practical information

Introduction

This briefing note is for all speakers at the conference. It provides guidance for your presentation. It also distils delegate feedback from previous conferences to inform you about what is positive, useful and desirable and also what is to be avoided at your session in Brussels.

Practical Information

- Pay attention to the session length, depending upon type of session (see below)
- **Please remember** to submit your presentation (Powerpoint format) by the deadline **23rd March** stated in your invitation. Please refer to this online guide: [uploading presentation files](#)
- Depending upon the session type, your session will usually be hosted by a chairperson who will introduce speakers, invite questions from the audience and address any house-keeping points
- Please arrive 10 minutes before start at the allocated room
- **Wifi** is in all rooms but if you want to show a video, please download it and not use wifi during the presentation.
- **AV technician** –An audio-visual technician assistance will be available if required. AV technicians will be in the room for Gold and Silver Halls but 2 x 'floating' technician will be shared between meeting studios 211-212, 213-215 and 214-216.
- There will be opportunities for follow-ups (e.g. LINK article, follow up meeting etc.). We will get in touch with you with further details about this.

Things to consider!

What delegates actually said!

Things to consider, positive comments: what delegates actually said!

About presentations & content of your session

- Very well prepared and presented
- Relevant and up-to-date content
- Very relevant information, well organized, and something I can use immediately
- Well structured, interesting content and practical real advice
- Relevant illustrations
- Great success stories
- Practical examples and sharing experiences between participants
- Good examples and references to other useful resources
- Very interesting to have case studies, lots of useful tips & tricks,
- Really clever ideas being implemented
- Made me think from a different angle than before
- I learned new things and I am going to adopt the issues presented in my institution.

About the speakers and approach

- Speakers were very enthusiastic
- Speakers...were not afraid to offer personal insight and opinions
- Well articulated, well argued and interesting
- Gave interesting hints and insights
- Presented with an edge!
- Opinionated and thought-provoking
- Provocative; out-of-the-box
- Helpful answers to audience questions
- Gave practical advice (that you can't find in different guidelines) based on practical experience

- Gave some useful background and orientation for future

Speakers, things to avoid!

What delegates actually said!

Things to avoid, what delegates actually said!

About presentations and content

- Not really related to my work
- Outdated content
- Being too fluffy
- The content was too general to be useful.
- Content quite basic and a bit uninspiring
- Too superficial and full of stereotypes
- Too theoretical
- It was very predictable. No new points or perspectives.
- Thought there will be more personal stories, less statistics
- No interesting conclusions at all

About the organisation of the session

- No clear structure, hard to follow
- Not interactive, no news!
- The talk seemed totally unprepared and was therefore very confusing and clearly not well-thought through
- Not informative and was based on sharing personal experience of the audience which was not fruitful, no tools or recommendations were given, no insights or added value.

About group work if that is involved

- Bad time planning; unclear instructions for exercise;
- I thought it was going to be learning from presenters but they were just facilitating break-outs and attendees were doing the work....
- No recognizable preparation content-wise, group work without any input
- Didn't foresee group work and not well organized

It does not do what it says on the tin!

- It wasn't what I thought when reading the abstract.
- The title was too promising, the content not.

Some Tips for Your Presentation

a) Presentation Slides

- **Number of Slides:** Avoid using too many slides, especially for the shorter format. Allow time for questions at the end as appropriate. (See “Session Types”, below)
- **Bullet Points:** Do not use too many bullet points on your slides (avoid overcrowding!)
- **Keep sentences brief** (it is hard for the audience to read long sentences)
- Do remember to check **spelling and grammar!**
- Avoid simply reading out what is on your slides – always explain/highlight/ focus
- **Remember Powerpoint is only a tool** to aid your presentation, it is not the presentation itself!
- **Use illustrations** (and where relevant) graphs wherever possible

b) Presentation Style

- Try to **interact with your audience:** where relevant, invite contributions (Know your audience!)
- Do **introduce your session carefully**, explaining what it will cover, why you find it interesting and any expected prior knowledge
- Decide in advance whether to allow questions during the session or wait until the end. Either is fine, but the former could be more challenging for shorter presentations and, if not well planned, can interrupt the flow. However, if it is technical information, it is good to check your audience has understood right away
- When asking for contributions, ask for the person to give their name and designation (the Chair can also do this)
- Consider if there are any **updates** relating to your session since you first planned it and highlight these to the audience
- Decide in advance what the **key messages** will be (or the key ‘take homes’)
- **Speak at a good pace** to aid understanding (not too quick, not too slow)
- If you do not have much experience of making presentations, consider rehearsing it with a friend
- Just focus on your key message and remember the audience is on your side.
- Perhaps most important of all, remember to **enjoy your presentation** as this will feed through to the audience!

Session Types

EARMA Session Types

- Oral 60 mins
- Oral 30 mins
- Panel Session 60 mins
- Interactive session - speed dating 10 mins
- Pecha Kucha 12 mins
- Sponsor Sessions 60 mins
- Sponsor Sessions 30 mins
- Poster
- Other

Standard Presentation

The format is the more usual format and consists on one (two) speakers and allows for questions and answers. This is a good format is if the participant needs updates on running issues or to receive new information. There are three specific types of presentation:

Oral Presentation: These are either 30 mins or 60 mins. The majority of the Standard Presentations will be **parallel oral presentations**. For the shorter (30 min.) sessions, give careful consideration to how to get across the main message of the session in a concise and memorable way. 60 min sessions should allow more time for questions from the audience (**at least** 5 mins).

Plenary session: These are mostly initiated by the ACPC and/or board. Plenary sessions are stand-alone sessions. Keynote session: These are either conference keynotes (again usually initiated by board or ACPC) or Parallel Keynote sessions which will usually be the first topic within a Parallel Session.

Panel Session

Focuses on stimulating an interactive discussion with the audience. Two or three speakers give their (opposite) views on a certain topic and discuss their opinions with one another and the audience, under the guidance of a moderator. It is recommended that approximately 30% of the session is dedicated to questions and answers, discussions or other formats that encourage audience participation. One submission per panel session to be submitted detailing all panellists.

Length of a panel session is 60 min (Q&A included).

Interactive Session – Speed Dating

A table session will accommodate a maximum of 5 table presentations and 1-2 speakers per table. The audience rotates from one table to another and speakers repeat their presentation for each new group. This type of interactive session can be suitable for all levels of experience. The chair will take care of timing and audience rotation. Probably concrete problem discussions or case studies could be most suitable for this format. The actual time of the session is 60 minutes, but the length of each speed dating table presentation lasts max 10 min (5min + 5 min Q&As) up to a maximum of 5. **No powerpoint presentation is required as no AV equipment provided for this session.**

Pecha Kucha

Presentation (20 Slides (@20 secs each) = 6 min 40 sec + 5 min Q&A. Up to 5 Pecha Kucha presentations will be included in the same session. The key thing here to consider is that you will not get much time, so make sure you rehearse your presentation to ensure that you get across the information clearly without feeling rushed.

Poster

Some topics can be best explained by a poster on which an idea, new insight or process is presented. Posters are 'A0 portrait' size, and should be designed in an attractive way in order to attract an audience. More in-depth poster discussions with an author can be continued during the conference. Please note there will be a dedicated Poster session, 15:45 PS-1 Meeting Studio 214-216, Level +2 Chair: Anja Hegen. This will be an opportunity to present your poster. Remember also we may need to limit the time of your presentation (2 mins) in order to maximise the number of people able to see each poster and to allow for plenty of audience interaction. Your Chair will provide further guidance on the day.

Other Formats and Technical Requirements

Other innovative methods of presenting are encouraged (where already proposed, e.g. films or even role play). Any special technical or other requirements should already have been clearly indicated in the topic submission. EARMA regrets that we are unable to fulfil requests made after this time and any further costs not previously notified will have to be borne by the presenter.

Closed Session: This is normally only for meetings which EARMA agrees to host, often involving one of our partners. A typical example of a closed session is a meeting of INORMS or the Leiden Group.

We hope you find this Guidance helpful and would like to thank you for your valuable contribution to the conference. We look forward to seeing you in Brussels!
Annual Conference Programme Committee, EARMA



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