



## General Presentation Guidance

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**As presenters, we want to ensure we have the best foot forward in sharing the “best of” our work around the world. Your presentation is a major part of that – the manner in which you present, and the format in which you share it.**

### Presenting:

When you are presenting, please make efforts to ensure you are<sup>1</sup>:

- **Clear** – That you can be understood. Don't use jargon. Say what you mean.
- **Concise** – To the point!
- **Compelling** – Be interesting to watch. Would you want to watch you?
- **Candid** – Be credible and honest.
- **Comfortable** – Show your own personality and voice. Practice so that you're calm and ready to go. Have fun with it!

### Presentation Tactics:

**Body Language:** Your body language can communicate a lot – you can convey trust and confidence, and hold audience attention.

- Stand up tall, but don't lock your knees.
- Don't cross your arms or clutch the lectern.
- Set your feet shoulder-width apart.
- Don't fidget with your hair or clothing.
- Unlock your body language at the beginning, using open body language and natural gestures.
- Look audience members in the eyes if possible. This communicates trust and confidence.
- When in doubt, pause, and breathe deep. This is okay and totally natural!
- Have a glass of water with you on stage.
- Vary your tone of voice, the speed you are speaking, and the volume of your voice to keep attention and interest.

**Make Sure You Practice:** Practice makes perfect!

- Practice in front of other technical experts, as well as non-technical experts.
- Are you able to be understood by both?

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<sup>1</sup> Adapted from The Communication Center's "Mastering Presentation Skills." <http://www.thecommunicationcenter.com/>

- When presenting, please do not read off your slide, the images, charts and graphs should represent what you are saying.
- **Know your content backwards and forwards.**

**Tell a story:** Humans connect more with stories and images than anything else.

- Use a few key messages, support each message with a fact or statistic, and then use an example/anecdote or story to underscore what you've said. Make your main point at the beginning and reiterate it at the end of your presentation. What's the "so what?" (Meaning, why should the person listening care about what you just said?)
- If there is the possibility to weave in a brief beneficiary story or narrative that can personalize your point, please do! Especially if you have photos to share!

## Content & Format:

In pulling together the content for your presentation, consider the following:

- **Time limit:** Be aware of how much time you have to present. Please be conscious of this time limit, and do at least one timed practice presentation before submitting your final PowerPoint.
- **Audience:** Keep your audience in mind while framing your presentation and deciding which information to include. If you use acronyms, define them!

Presenters are encouraged to follow the below guidelines while creating their slides:

- Less is more! A single, strong graphic image or succinct line of text will tell the story better than a slide heavy in content or with too many images.
- If possible, avoid using any text at all on some of your slides. Use high-resolution images and clean looking charts/graphs to guide your presentation.
- When you do use text, make sure it is large, so even those in the back row can see it! The fonts Gills Sans MT or Arial are easy to read on presentations, and are universal to all computers. Font smaller than 18 points may be too small to read.
- Instead of one complex slide, break down your presentation into several slides, each with one idea, image, or data point. Avoid long lists of bullet points.
- Make sure your graphics and photos match what you say / your content. Images are easier for the brain to process than text.
- Make sure your images are appropriate. Use responsible and tasteful photos – no nudity, no personal information revealed.

Once you've made your presentation, ask yourself these questions from the Communications Center, to see if you've made a winning PowerPoint<sup>2</sup>:

- Are your visuals simple and clear?
- Are your images appropriate for your audience?
- Are the images high quality?
- Could the images be larger?
- Do the images tell a story?
- Is the text readable from any seat in the audience?
- Are graphs and data simple and easy to understand?
- Have you used color effectively to highlight key points?
- Is there visual coherence to your presentation?

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<sup>2</sup> Adapted from The Communication Center's "Mastering Presentation Skills." <http://www.thecommunicationcenter.com/>

## ICHC Presentation Guidelines

To prepare for your speaking role, please see the following details based on the type of presentation/s you will be giving. If you have any questions, please contact: Tala Haikal at [Tala.Haikal@mcsprogram.org](mailto:Tala.Haikal@mcsprogram.org).

### Concurrent Session Presentations

**Time:** Please check the conference website for the exact time and location where you will be speaking. This information will also be available onsite in Johannesburg in a conference program book you will receive after checking in at the registration desk.

**Duration:** Most speakers will have 10 minutes to present based on the number of speakers in a session and the instructions of the moderator. Unless instructed otherwise by your moderator, please plan to speak for no longer than 10 minutes.

**Format:** Each session will have a moderator who will introduce the speakers, manage the discussion following the presentations, and keep the session to time. Your moderator may be in touch with you to outline plans for the session in advance of the conference. The general format will be a round of presentations followed by questions and answers with the audience.

**Presentation:** You may use PowerPoint if you would like. Each room will be set with a computer and projector. PowerPoint slides should be formatted to 16:9 aspect ratio. There will be audio-visual technical support on-site in each room. If you will be using PowerPoint slides for your presentation, please upload your presentation (.ppt or .pptx files only) in the speaker ready room in Johannesburg no later than the night before your presentation. A member of the secretariat will be in the speaker's room from 8 AM to 6PM each day. All presentation slides will be made publicly available after the conference.

**Handouts:** You are welcome to distribute handouts to those who attend your session. All materials must be removed from the meeting room at the end of each session.

### Marketplace of Ideas

**Time:** Tuesday, March 28 2017 from 12:00 to 2:00

**Location:** Please check the conference website for specific station assignments.

**Duration:** The Marketplace of Ideas presentations are short sessions designed to highlight an array of products, initiatives and innovations including knowledge sharing of state of the art issues, services, research, and posters that complement the purpose of the conference in advancing community health.

**Set up:** Marketplace of Ideas stations will be set up in one large room that conference delegates will be invited to walk around. Each stand will be equipped with:

- a small table
- a chair

**Supplies and Materials:** Please note that you are required to bring all supplies and materials for your session.