

Guidelines for Presentations to the IEEE SC2 Main Committee

It was determined in the November 12, 2008 Ad-Hoc Committee meeting in Tucson AZ that a set of guidelines should be developed for presentations to be made at future meetings. The committee has developed the following guidelines:

1. Duration: Presentations are limited to a maximum of 20 minutes for the presentation followed by a 10 minute question and answer period. The committee officers will provide a 2-minute warning prior to the expiration of the 20-minute period and another 2-minute warning for the 10-minute Q&A period.
2. Theme: Each of the presentations should follow a common theme for the meeting. The theme will be determined by the SC-2 officers with input from the SC-2 members. For example, the theme for the SC2 09-01 meeting will be electrical and fiber optic cables and connectors. Other topics will require approval by the SC-2 officers.
3. Schedule: A preliminary or draft version of the presentation shall be submitted to the organizer no later than 4 weeks prior to the SC-2 meeting. Final presentation materials should be submitted to the organizer no later than 2 weeks prior to the SC2 meeting. SC2 reserves the right to cancel any presentations not submitted by the deadline and remove the presentation from the agenda.
4. Company Logos: The use of company logos and other commercial information should be limited. The purpose of the presentation is to present technical data. Use of other commercial information will be by approval of the SC2 officers only. Use of a small Company Logo in the header or footer area of each slide would be considered acceptable by the SC2 officers.
5. Slide Format: A good presentation is one that is well-prepared, clearly delivered, audible and engaging, accompanied where appropriate by useful and legible handouts and competent use of supporting material/equipment (e.g. overheads, etc.) The following are some general guidelines and suggestions for the presentation:
 - a. Make your visual aids legible. Use a sans serif font such as Arial or Universal instead of a serif typeface like Times. Sans serif fonts are easier to read.
 - b. Use 18-point for text prepared using **UPPERCASE**
 - c. Use 24-point for text prepared using **Titlecase**
 - d. Use 24-point for text prepared using **lowercase**.
 - e. Be consistent with the style. Use the same font for headings, use the same list scheme throughout the text, all in all, use the same style for items in the same hierarchical position.
 - f. Abbreviate where possible. Minimize words. Complete sentences are not required to get the point across. Use bullets only.
 - g. Use pictures, graphs, symbols and cartoons that relate to the subject. Translate numbers into charts, bar charts or graphs.

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- h. Slides must be comprehensible and concise. The slide should show only what is important. A slide should contain material that can be read at a glance. Consider the following:
 - i. Complicated mathematical formulae can be too difficult to be absorbed in the 1–2 minute interval during which a slide is shown. Minimize use of mathematical formulas to the extent possible, instead present data charts to show results based on formula input variables.
 - ii. If you include lots of data and explanation on the slide in hopes of being informative and complete, it is likely that the audience will concentrate on the small inscriptions covering the slide, and won't listen to you at all.
 - iii. Once you skip a slide before someone finishes reading it, the chances are high that information will be missed.
 - i. Avoid spelling mistakes. Remember that slides remain for a time on the screen long enough for your audience to see all the mistakes in it. It is recommended that you ask a peer to read through the presentation to catch any errors you may have missed.
 - j. Fit your presentation to the allocated time slot. It is realized that you may have much more material than will fit into 20 minutes. You need to select the relevant information from amongst this abundance, and present it clearly and concisely.
 - k. Use lots of visuals in your slides. Visuals are easier to remember and lead to fast conceptualization of the subject.
 - l. Use data charts, block diagrams, and flow charts.
 - i. Make sure that the labels are readable in your data charts (the axes should always be labeled).
 - ii. Use thick lines for data charts. Power Point sometimes plays a trick with the data charts. The lines in the graph may appear very thin in the projection, and if the chart is black on white, the lines may be invisible.
 - iii. Make the legends readable.
 - iv. Avoid placing too many lines on a single chart: each chart should demonstrate a few points you want to make.
 - v. Flowcharts and block diagrams are very easily created with applications like Visio.
6. Presentation Delivery
- a. Introduce yourself to the audience before you begin
 - b. Don't read your slides - talk to the slide instead. Use the note page for additional text that you plan to communicate during the presentation. For example, if you plan on saying "Recommendations to enhance packed bed

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ion exchangers needing improved performance,” your slide should state “Recommend improvement steps”.

- c. Pronounce key terms correctly. Just like a mistake in a slide, a word consistently mispronounced will distract the audience.
- d. Encourage Questions and Feedback
 - i. Listen to the complete question. Then repeat the question into the microphone. Repeating the question insures that you have not misinterpreted the questions and that all audience members know the question being answered.
 - ii. 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.
 - iii. Answer only the question that has been asked. If you don't know the answer, acknowledge this – don't try to make up an answer or deflect the intent of the question.
 - iv. Keep your answers as concise as possible. There are likely to be multiple questions and you don't want to spend the whole 10 minutes on one question.
- e. Remember to thank your audience for their attention to the presentation and their questions.