

GUIDELINES FOR MODERATORS & SPEAKERS

INTRODUCTION

Congratulations! You have been selected to moderate or speak at an ELFA event.

Every year, several thousand individuals attend an ELFA event. In addition to the outstanding networking opportunities available at these meetings, attendees appreciate and expect that the sessions they attend will be well planned and thought provoking with significant take-home value. This guide has been compiled to help you plan, prepare and deliver a professional presentation. Even if you are a seasoned speaker or facilitator, we urge you to take a few moments to review the contents on this page.

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I. ITEMS FOR SPEAKERS TO SUBMIT

As a speaker there are a number of items ELFA needs from you to announce your presence at our conference, prepare your session and properly market our conferences in general. Below is a general list of items which need to be completed by each speaker and the remainder of this packet explains each item in detail.

- Upload Speaker Bio & Photo
- Submit Electronic Speaker Information Form
- Submit Handout Materials

Due dates for these items are based on individual conferences, so be sure to check your conference website for specific due dates.

II. DECIDING ON VISUAL AIDS

Visual aids are effective tools that enhance your presentation and aid in learning. They help your audience visualize facts, figures and concepts. The most popular visual aid used at ELFA programs is MS PowerPoint. If you plan on using PowerPoint, plan on bringing your own laptop computer. ELFA WILL SUPPLY THE LCD PROJECTOR, BUT SPEAKERS ARE RESPONSIBLE FOR BRINING THEIR OWN LAPTOP COMPUTERS.

Of course, if you decide to use other visual aids, ELFA will supply the necessary equipment, where possible. Please be sure to designate your audiovisual requirements on the Speaker Information Form. This will ensure that your meeting room is properly equipped.

Not all visuals work effectively in all settings. A good rule of thumb to remember is, all things being equal, use the simplest, easiest and least expensive visual aid.

To help decide what kind of visual aid to use, ask yourself the following questions:

- ❖ What is the size and make-up of the group?
- ❖ What kind of room will be used (size, shape, acoustics, lighting, etc.)?
- ❖ What medium or media are you most comfortable with?

Keep these communication ideas in mind when developing visual aids:

- ❖ Determine the minimum number of essential points that you must communicate to get your message across properly.
- ❖ Round off figures or make one or two words serve as captions instead of five or six.
- ❖ Choose one clear point for each visual.
- ❖ Translate complex ideas or figures into simple forms such as a pie chart or a bar graph.
- ❖ Seek ways to relate the graphics to the spoken remarks.
- ❖ Try to keep in mind the need for an overall effect of consistency. Taken as a group, your visuals should be unified.

Visuals give your presentation a polished, well-prepared image. We encourage all speakers to use them.

III. PREPARING YOUR PRESENTATION

There are many aspects to consider when giving a presentation, hopefully, this information will help you in developing your presentation.

Outlines

An outline of your remarks serves two major functions:

- (1) It helps you organize your thoughts so that your presentation flows logically and orderly.
- (2) It provides participants with an overview of your remarks and a guide to your presentation.

The outline you develop for your use will probably be far more detailed than the one you provide participants. However, if you plan on providing an outline of your remarks to attendees, make sure it is detailed enough that it has value after the session is over.

Before beginning your outline, be sure you have clarified what your subject is and how it is being divided among the other speakers, if there are any. Also, be sure to share your outline with the other speakers and your moderator. This will avoid unnecessary overlap of content.

PowerPoint Presentations

In our effort to create a more uniformed style of conference presentations, ELFA has created a PowerPoint presentation template for conference speakers' use. If you are planning on developing a PowerPoint presentation for your session, **it is mandatory that you utilize ELFA's PowerPoint template.**

Your speaker biography should be relatively short, perhaps two paragraphs. Your moderator will use this information to introduce you, so write it in a manner that sounds appropriate when read aloud. Lengthy biographical information about each presenter is discouraged. You want to give the audience a sense of who you are, what your current responsibilities are and what your credentials are...as succinctly as possible.

Handout Materials

Providing handout materials that further detail the issues you are presenting is requested of all speakers! Not only do attendees appreciate receiving handouts, these materials are kept as resources and referred to long after your session is over.

Handout materials should never include any literature that could be construed as promotional in nature; the material should focus on the subject being addressed in the presentation.

Handouts can serve any one of three basic purposes:

- (1) A handout can assist participants in following you as you are speaking. This is particularly important if you are using MS PowerPoint presentation. It is sometimes difficult to see all the numbers, information, or graphs. Copies of these materials allows participants to follow your presentation more easily.

HANDOUTS ARE A REFLECTION OF THE TIME AND EFFORT YOU DEVOTED TO YOUR PRESENTATION. ATTENDEES WILL USE YOUR HANDOUTS AS A RESOURCE FOR CONTINUED LEARNING. WE ENCOURAGE YOU TO DEVELOP HANDOUTS THAT SERVE THIS PURPOSE.

(2) A handout can be task-oriented and involve participants in games, tests, exercises or case studies. These types of handouts are essential to skill development sessions and the analysis of detailed or complicated problems or cases. They are particularly valuable resources for use in sessions that involve mathematical computations and calculations, interpretations of legal matters or discussions of leasing operations.

(3) A handout can be used also as a resource for continued learning after the ELFA event is over. It can provide a detailed discussion of the issues identified in your outline as well as include a bibliography for continued reading and research, a glossary of terms, reprints of articles (with permission, of course), or names of key contact people.

V. MATERIALS POSTED TO THE ELFA EVENT WEBSITE

To help attendees properly prepare for their experience at an ELFA event, ELFA will post speaker bios and speaker materials on the ELFA website approximately 1 - 2 weeks prior to the event. Deadline dates for submission of these materials will vary for each ELFA event. ELFA should receive the electronic version of your handout and speaker biography about three weeks prior to the event.

Before posting on the website, your handout and bio will be converted to a PDF file. This will prevent individuals from tampering with our otherwise using your information inappropriately.

Your PowerPoint presentation/handout materials will not be posted on the ELFA website without your express permission. A Speaker Information Sheet will be included in all speaker communication, which indicates your permission to allow your PowerPoint presentation/handout materials to appear on the ELFA website.

Please note: only original material developed by you or your company will be posted as handout materials. If you plan to distribute already published material as part of your handout, we will not post this on the ELFA website unless you have obtained written permission from the publisher. We can, however, create links from the ELFA website to other sites on the web that pertain to the issues you are presenting. Please be sure to include that information when submitting your handout materials.

Materials **MUST** be submitted in an electronic format via email to the appropriate ELFA staff member on time.

VI. COMMUNICATE WITH OTHERS IN YOUR SESSION

It cannot be stressed enough the importance of communication among speakers during program planning. If there is a moderator for the session, he/she should establish the order of presentation and should know

the general content of each speaker's remarks. Check with the moderator first if there is a question on another speaker's presentation. Communication with others in your session will avoid unnecessary duplication of content and will result in a more smoothly run program.

VII. PLANNING TIPS

Below are some additional suggestions that might aid your presentation:

- ❖ Rehearse your remarks. You don't want to sound like a "tape recording," but you do want to appear well prepared and knowledgeable. If you rehearse, the content and sequence become part of you and you can avoid reading a prepared text.
- ❖ Write your own introduction. If someone is to introduce you, don't trust their interpretation of your biography. You are responsible for the climate established, and the introduction is an important part of it.

PROGRAM DELIVERY

This section of the guide provides suggestions for making your presentation more effective and will discuss:

- A. Checking your meeting room
- B. Meeting with fellow speakers and moderators
- C. Clarifying the role of the moderator
- D. Presenting effectively
- E. Asking and responding to questions

A. CHECK YOUR SESSION ROOM

You may want to familiarize yourself with your meeting room one or two hours before you are scheduled to speak. If you check the room much before this time, you may find that the audiovisual equipment you requested has not yet been set up. You should:

- Check the equipment (computer projector, slide projector, overhead, etc.) to make sure they are in good working order.
- Check the connection between the projector and your computer
- Run through your presentation to make sure slides are in focus and in proper sequence
- Locate the light switches and designate someone to turn the lights on and off, if required
- Check all microphones
- Make sure the room is set up properly for participants
- Check the head table, if there is one. Make sure it is set up properly with microphones and the correct number of chairs.

Be sure to contact an ELFA staff member immediately if anything with the room or the equipment is not working or is incorrect.

B. MEET WITH FELLOW SPEAKERS

The day of the presentation may be the first time all speakers have gotten together in person, but it should not be the first time any planning has taken place. At this point you should be discussing any last minute changes or reviewing the presentation format decided upon at earlier meetings or telephone visits. Getting together before the session will help reassure all speakers that everyone is ready with his/her segment of the program.

C. THE ROLE OF THE MODERATOR

The moderator plays a key role in the delivery of the session. It is important that the individuals who agree to serve as moderators understand their responsibilities fully.

The moderator:

- ❖ Establishes the time frame for the session. He/she announces how long the program will last and when breaks will occur. Above all, the moderator should make sure the session begins on time.
 - ❖ Introduces the subject to be discussed in very general terms – he/she “sets the scene” for the discussion to follow.
 - ❖ Introduces each speaker and is the timekeeper for each presentation. If a speaker runs over his/her allotted share of time, it is the moderator who must politely interrupt and invite the next speaker to begin.
 - ❖ May draw out information from a speaker by asking questions or inviting the audience to react to things a speaker has said. The moderator usually establishes the procedures for asking questions and may repeat those questions that are difficult to hear. The moderator must also make certain that questions asked by the audience are answered completely and appropriately.
- If there is no moderator for your session, then the speaker(s) must assume the moderator roles to assure a smoothly run session.
- ❖ Keeps track of what each panelist is saying. If conflicting points are raised by different speakers, the moderator may use these differences of opinion to stimulate further discussion.
 - ❖ Tactfully interrupts and explains that an issue cannot be discussed, if sensitive subjects are raised by participants.
 - ❖ Is sensitive to the audience’s needs. If the session appears too long, the moderator may suggest a short break.
 - ❖ Prepares questions that could be used as ice breakers if the participants appear reluctant to ask questions of their own.
 - ❖ Makes sure all speakers adhere to the designated deadline dates for materials and audiovisual requests set by the ELFA.
 - ❖ Is a key contact for speakers needing assistance in developing their remarks

The moderator’s role as described here may vary depending upon the nature of the program and the presentation format. But generally, these roles will aid the moderator in orchestrating an interesting session.

D. PRESENTING EFFECTIVELY

The following lists of do's and don'ts should help you communicate effectively before any size group:

- ❖ Project your voice by talking clearly into the mic
- ❖ Avoid clichés, jargon and “buzzwords”
- ❖ Watch out for distractions – jingling pocket change, distracting body language, slides that are unrelated to the topic being presented, etc.
- ❖ Don't take yourself too seriously. If you acknowledge your humanness, attendees will be inclined to do likewise.
- ❖ Once a point has been adequately covered, summarize it, and move quickly on. Frequently restate essential points to reinforce the continuity of your presentation design.
- ❖ Use pauses to let an important point sink in or to encourage audience reaction
- ❖ Never make excuses for elements missing from your presentation. Excuses call for unnecessary attention to imperfections.
- ❖ Find ways to use natural humor or anecdotes to illustrate important points.
- ❖ Be sensitive to avoid either stories or language that might be offensive to any member of the audience. These can only harm your own effectiveness and acceptance as a speaker.
- ❖ Most important...be yourself!

E. HANDLING QUESTIONS

Soliciting and responding to questions is an extremely important part of any presentation. If you simply ask for questions, you may only get the most gregarious participants involved in the process.

Many people do not like to ask questions directly in front of a large group. Therefore you may invite participants to pass their written questions to you.

The following tips may be helpful in responding to questions:

- ❖ Repeat question from the audience member, so the entire audience can hear the question
- ❖ Honor each question with an answer that is direct and to the point. Take a position and support it with specifics.
- ❖ Divide complicated questions into understandable parts & address each
- ❖ Recognize each questioner with precision by pointing to or describing the person asking the question. Recognize several questioners simultaneously by telling them the order in which you will answer – first, second, etc.
- ❖ Quickly defer irrelevant questions – those that have nothing to do with the topic at hand. But do it pleasantly (“let's talk about that during the break”), and move on to the next question.
- ❖ If faced with a statement rather than a question, just turn it around into a question and answer it briefly.
- ❖ Be sure to recognize questions from all parts of the room, moving from section to section and then back again.

TIPS FOR MAKING EFFECTIVE PRESENTATIONS

Adapted from Hemispheres Magazine, June '07

WHAT'S IN IT FOR THEM?

This cuts to the heart of effective presenting; knowing your audience. "The key question to answer, in your mind and in your audience's mind, is 'So what?'" says Sam Malik, Toshiba's national sales and marketing manager. "If, as you're presenting, you can answer that question for each piece of information that you're providing -- succinctly and in a way that's meaningful to the audience -- it makes all the difference in the world." "Consider the needs of your audience first, prepare to meet those needs in a dynamic way, and your presentation is bound to succeed," recommends Todd Savitt, director of corporate communications for Proxima Corp., which sponsors a Web site (www.presentersuniversity.com) that offers many tips on creating and making presentations.

BUILD A SERIES OF POINTS SEQUENTIALLY.

"If you have five points on a bullet chart and you put them all up at the same time, they're going to read all five when you're talking about the first one. Use the slides to build your series of points," advises Martin Schaffel.

BE BRIEF.

"Someone once said 18 minutes is the ideal length for a speech -- long enough to give them substance, but short enough not to bore them," says Mario Cuomo, the former three-term governor of New York who knows a thing or two about speech making. "And consider starting with a big-picture perspective," says Proxima's Savitt. "It's safe to assume that members of your audience are pressed for time, and could use an up-front summary of what's to come."

CHOOSE YOUR COLORS CAREFULLY.

If you put blue text on a red background (or vice versa), your audience will probably see, to quote the Jimmy Hendrix song, purple haze. Make sure the color you use on your text has "pop" -- that is, that it jumps off the background color. For instance, red or blue text on a white background works nicely.

DON'T OVERLOAD THE SLIDE.

Break up the information you're sharing with your audience into digestible chunks. Putting too much information on a slide is a dead giveaway that you don't know what you're doing.

USE A BIG ENOUGH FONT.

Having to squint is annoying. Don't you agree?

SLOW DOWN.

"My rule of thumb is, if you're in front of a group and you think you're speaking at the right speed, you're probably speaking way too fast," says Schaffel. "Only if it seems slow to you is it at the right speed for them. Especially if you're building points in a presentation and the last point you made is crucial to the point you're about to make, then you really need to know that they're with you."

ABOVE ALL, KEEP TRYING.

Giving a good speech or making a good presentation doesn't come naturally to anybody. "Even the greatest speakers were once rank amateurs," says Cuomo.