**Presentation Development:**

**Tip #1: Take into consideration your adult audience**

* Adult Learning Principle #1—*Readiness*. How do you get adults ready to learn?
  + Employ the **WIIFM Factor**—or the “what’s in it for me factor.” When developing your presentation, always be mindful that attendees will want to know “What’s in it for me?”
* Adult Learning Principle #2—*Experience*. Acknowledge the rich attendee experience and exploit it.

Ways to factor in attendees’ experience into your presentation:

* + Poll the audience
  + Use vocabulary, examples, and references that are familiar, without patronizing
  + Ask the group for examples and experiences
  + Demonstrate sympathetic awareness of past problems
* Adult Learning Principle #3—*Autonomy*. Adults **must** participate in and contribute to their learning.

We suggest you:

* + Create lots of opportunities for learners to participate
  + Build in opportunities for attendees to contribute their unique ideas, suggestions, solutions, information and examples
  + Reinforce independent and innovative ideas
* Adult Learning Principle #4—*Action*. To develop an action mindset in your attendees, your presentation must:
  + Point out how attendees can apply your presentation immediately and provide them with on-the-job advice

**Tip #2: Always be speaking to your learning objectives and session description**

Attendees choose sessions based what they’ll know or be able to do as a result of the session. As you develop your presentation make sure the content supports the session description and learning objectives published in the conference app.

**Tip #3: Practical Takeaways**

The highest-rated sessions provide attendees with examples of successes and failures and knowledgeable, experience-based advice and insights. Attendees seek promising practices and practical models that are adaptable to their unique setting.

**Tip #4: Utilize PowerPoint best practices**

* + Remember, you **must** utilize the ASCA Annual Conference PowerPoint template
  + Include your Learning Objectives in the first couple of slides **(making sure they match what’s on the** [**conference website**](http://www.ascaconferences.org/)**)**
  + Keep it simple—Less is more
  + Limit transitions and builds
  + Use high quality graphics. Using visuals can communicate ideas faster and more clearly, as well as reinforce your spoken message. Using visuals to reinforce your ideas also helps your audience retain your information
  + Display data appropriately and visually
  + Choose your font well

*\*Want more information on Tips #1—Tip #3? Check out this* [*webinar*](https://youtu.be/a2QkjGiZRSI) *where we discussed these topics in great detail.*

**Tip #5: Collaborate within your group to create the best presentation**

* + Figure out the best means of communication
  + Set check-ins and deadlines
  + Practice
  + Mind your time
  + Support and embrace each other’s strengths

**Tip #6:** Have someone proof your slides. Poor grammar & spelling will undermine the brilliant work you’ve done

**Presentation Delivery**

**Tip #7: Employ speaking best practices**

* Alternate moving and standing still
* Dress appropriately, use good grammar
* State your objectives at the start of the talk
* Choose a natural, moderate rate of speech
* Have notes, but use them sparingly
* Keep an eye on your time
* Give credit to others who contributed
* Pause slightly during your presentation to give attendees time to digest what you’re saying
* Use personal examples and stories whenever possible
* Stay relaxed
* **Practice!** It is the single most important factor contributing to a good presentation.

**Tip #8: Avoid speaking *don'ts***

* Avoid long introductions
* Avoid conversational mitigation (umm, like, etc.)
* Do not hide behind the podium
* Do not exhibit habitual behaviors such as fidgeting, jingling coins, twirling hair etc.
* Avoid reading your slides verbatim
* Do not run overtime
* Do not apologize for any aspect of your presentation
* Do not criticize aspects of your trip, the facility, city, etc. during your talk
* Do not use profanity
* Do not use jargon

**Tip #9: Apply Q & A best practices**

What do you do if someone asks you a question after your presentation and you are uncertain of the answer?

* Ask the attendee to restate the question in a different way. This will give you a few more moments to think and the attendee may make the question clearer in their restatement
* Ask the attendee if they can give you an example that illustrates what they are asking
* If you truly do not know the answer to the question, it’s okay to say so