Scope

This document provides guidance to help you do the best possible presentation at the INCOSE Healthcare WG SE conference. During the symposium contact the following people to help with any issues.

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Presentation Best Practices

A Summary of all Cited Best Practices in Context of the HWG SE Conference:

By presenting a paper in an INCOSE SE Conference, you will be helping INCOSE HWG and the audience get the most out of our exciting technical paper program this year. Additionally, we hope that your interest in the subject matter will make this a fulfilling experience for you. Two of the most important ideas needed to carry out a successful presentation are to

1) know your material and

2) practice your presentation.

The first practice of your speech probably takes place during the creation of your slides. However, practice several more oral presentations from start to finish keeping track of timing and having a practice audience ask questions. Some needed improvements are only realized after testing it on a practice audience. This will help assure the presentation goes smoothly at the symposium.

Here is a summary of the most common root causes of poor presentations which you should avoid:

o Too much information: The presentation should highlight the most important things, which is difficult if there are many words or complicated statistical charts. A guideline is not to use more than 6 lines for every slide, and rewrite long scientific sentences to short catching one liners. You can verbally add some words around each key phrase as needed.
   - What will they remember a month later (remembering they will be seeing 15 talks?)
   - Spell out acronyms and abbreviations

o You should try to focus on your message, and what you want to convey to your audience. That is normally not the company you work for or every detail of your published paper. Try instead to focus on a message that is relevant for all people attending the session, and then get them inspired to ask questions during the Q/A time, or by asking them to contact you for more details about your presentation.

o Poor font choices: Exaggerate font sizes, use high contrast text, and use graphics to facilitate for a multitude of listeners.
   - The typical font should be 20pts, with 16 pt for sub-points (or larger)

o Not accounting for a multitude of audiences: Some people prefer to hear the content and some people prefer to read it, some prefer graphics, some prefer detailed examples, and some prefer generalizations. A good presentation should capture the excitement of most preferences.

o Errors on slides: Do a grammar and spellcheck of your presentation, or ask a colleague or friend to look it over. Give a practice presentation to your colleague's prior going to the conference. This will give you insights into issues you did not think of yourself.

- o Making the slides the main attraction: Instead, make sure that you are the main attraction; you could do this by moving around on stage, taking a pause from the slides to tell a short anecdote or simply by asking rhetorical questions before continuing. Two more key points to consider are to "Know thy audience" and "Tell them one thing, and one thing only".
    - People will read the slides instead of listening to you; simplify the pages and put details in the notes section

Preparation Best Practices

- o Identify what you want the audience to remember a week and a month later…and make those points clear on the introduction page and summary page (remember, summary bullets…don't write an essay on those pages)
- o If possible, use the template for presentations that is posted on the conference
- o Read and practice the presentation to ensure you don't end up rushed.
- o If you have special movies or Apple based presentations then we suggest you bring your own laptop just in case your special presentation will not work on the Windows-based laptop provided.
- o Make sure that you meet and discuss your short introduction with the Session Chair.
- o Upon arrival at conference, please familiarize yourself with the posted rooms where you will assure the speakers' preparation and display of their presentations.
- o Think about how to maximize audience participation

Presentation Guidelines

Visual aids can give greater impact to information and emphasize key points. The spoken word has limitations and a slide can often make clear in seconds what it would take minutes of hand-waving and talking to explain. Numbers are often better understood if they are visualized. However, it is not enough simply to display a slide and read out the contents. The lecture should incorporate an explanation or interpretation so that the purpose of the illustration can be fully understood. A simple guide is that slides are for pictures and graphs, while words should be spoken (fewer words on the slides)

Good Practice

- o Focus on one point at a time.
- o Make slides appropriate, and relevant.
- o Slides should be on view long enough to be assimilated but not long enough to become boring.
- o Talk around the slide.
- o Limit text to five or six lines maximum for the purpose of legibility.
- o Bring a laptop that your presentation materials are known to run on, just in case the INCOSE laptop is not compatible.

Bad Practice

- o Too much material on slides - so that the audience has to choose whether to puzzle out the contents or to listen to the speaker and ignore the slide. In either case, the speaker communicates less effectively with the listener.
- o Reading the slide verbatim.
- o Slide not relevant. If a speaker is saying one thing and a slide appears to be saying something else, the audience will become confused, bored and/or inattentive.

Time Management

- o For 30 minute paper presentations plan on speaking for 20 minutes, 8 minutes for Q/A and 2 minutes for session jumping. For a 60 minute paper plan on speaking for 40 minutes, with 18 minutes for Q/A.

o For panel presentations allow ½ the total session time for Q/A.

o Each tutorial has published start & stop times including accommodations for symposium break time & lunch time. Please allow the participants these scheduled breaks so they can take advantage of any refreshments and networking.   Breaks keep the energy and alertness levels high, and the students will actually end up retaining more with sufficiently long breaks.

o During the presentation the session chair will inform you about remaining time: 5 minutes, 2 minutes, 1 minute for conclusions and when to "Stop!" Please follow signals from the session chair.
   At 5 minutes, start skipping content so you don't have to rush
   At 2 minutes, transition to the conclusion page…the audience will remember the finish more than the middle, so don't cover every page and skimp on the summary…finish strong!
   The period for papers must strictly to be adhered to be fair to all involved. Presenting should not be taken lightly. INCOSE speakers and delegates have come to expect engaging sessions that run smoothly and according to the scheduled program, so that people can move from track to track.

Background Information

From Steve Knight, a business communications specialist and adjunct professor at INSEAD

First, assess the audience; find out who your audience is and what they will be expecting from you. Then you can fine-tune your presentation to make sure you hit the right notes.

Good stage presence as another clincher to an effective presentation. This encompasses knowing exactly how to command attention from the audience through body language, eye contact, and moving around the stage instead of standing behind the lectern.

One thing he cautions to avoid is what he calls 'death by PowerPoint', basically using a standardized deck of slides, irrespective of context and audience. "It's the dog walking you, rather than you walking the dog. Your story has got to come first, then you produce your slides to support your story, not the other way round. The slides need to be clear and concise – they've got to be short and simple, and they've got to be visually interesting and entertaining."

From Toastmasters International

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental. Here are some proven tips on how to control your butterflies and give better presentations:

• Know your material. Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.

• Practice. Practice. Practice! Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.

• Relax. Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one thousand. Pause. Begin.) Transform nervous energy into enthusiasm.

• Visualize yourself giving your speech. Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.

• Realize that people want you to succeed. Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.

• Don't apologize for any nervousness or problem – the audience probably never noticed it.

• Concentrate on the message – not the medium. Focus your attention away from your own anxieties and concentrate on your message and your audience.

- Use a "keyword" outline: Look at the keyword to prompt your thoughts. Look into the eyes of the audience, then speak. (Don't read the pages word for word. This will put the audience to sleep.)
- Start with a bang! Give the audience a startling statistic, an interesting quote, a news headline – something powerful that will get their attention immediately.
- Use stories from your experience to illustrate your points and make it 'real'. it's okay to use brief quotes from other sources, but to connect with the audience, you must illustrate your most profound thoughts from your own life experiences. If you think you don't have any interesting stories to tell, you are not looking hard enough.
- Speak with passion. The more passionate you are about your topic, the more likely your audience will act on your suggestions.

From Harvard Business Review – the business magazine from Harvard University

Most presentations go bad because the presenter didn't prepare well enough in two ways. In fact, so important are these two classic errors that I'm going to elevate them to The Two Rules for Preparing a Successful Presentation.

Rule One: Know Thy Audience

But the really interesting things to know about audience members are, what do they fear? What are their dreams? Where do they want to be led? And what have they had recent cause to like or dislike? Only once you understand the emotional state of the audience are you ready to begin to design a presentation for them.

Rule Two: Tell Them One Thing, and One Thing Only

This is a difficult rule for most presenters to follow. But it's essential. The oral genre is highly inefficient. We audience members simply don't remember much of what we hear. We're easily sidetracked, confused, and tricked. We get distracted by everything from the color of the presenter's tie to the person sitting in the next row to our own internal monologues. I'm afraid the company's not in very good shape. That comment that Joan made last week. Maybe I should dust off my resume. Now, what was that guy up front saying? So you've got to keep it simple.

Many studies show that we only remember a small percentage of what we hear — somewhere between 10 – 30 percent. But when a speaker gets in front of an audience, the urge to tell 'em everything you know is very hard to resist. Far too many speakers perform a data dump on their audiences at the first opportunity. Unfortunately, we can only hold 4 or 5 ideas in our heads at one time, so as soon as you give me a list of more than 5 items, I'm going to start forgetting as much as I hear.

Against this dismal human truth there is only one defense: focus your presentation on a single idea. Be ruthless. Write that one idea down in one declarative sentence and paste it up on your computer. Then eliminate everything, no matter how beautiful a slide it's on, that doesn't support that idea. Follow these two rules and you'll find that audience will remember — and maybe even act on — your speeches. After all, the only reason to give a speech is to change the world.

Cited References:

http://www.toastmasters.org/resources/public-speaking-tips

http://blogs.hbr.org/cs/2010/05/two_rules_for_a_successful_pre.html
https://www.lifewire.com/most-common-presentation-mistakes-2767429

Here are some inspiring presentations by the world's best presenters: https://www.ted.com/talks

Also a 2nd place winner from Toastmasters: https://www.youtube.com/watch?v=7bVSOJL57F8