

## Corporate Presentation Tips

Corporate Presentations are paid speaking slots available only to ACUTA corporate members. If you are signed to do a Corporate Presentation at an ACUTA event, or even if you are just thinking about it, the following tips below will help you get the most out of your presentation. If you have any questions about your speaking slot or Corporate Presentations in general, please contact Donna Hall, ACUTA's Manager of Professional Development, at [dhall@acuta.org](mailto:dhall@acuta.org) or 859/278-3338 x231. (If you are interested in learning the guidelines and rules for generic presentations, please visit <http://www.acuta.org/ex-spon/genpresguidelines.pdf>.)

1. Offer content that is of interest to ACUTA members. The topics listed in the calls for presenters provide guidance. (The Calls for Presenters can be found online at <http://www.acuta.org/relation/DownloadFile.cfm?docNum=445>.)
2. Stress educational outcomes more than marketing content in the session description.
3. Focus the content and description on information relevant to higher education.
4. Get your application in early. Attendance is generally better for corporate presentations scheduled earlier in the meeting. This applies to both the Annual Conference and seminars.
5. Be sure to keep track of any questions received from the attendees. Not only will this help you polish your presentation for future events, it will give you insight into the attendees' needs.
6. If you are also exhibiting, be sure to promote your Corporate Presentation from your exhibit booth. Invite those who stop by your booth to come to your presentation.
7. Follow up on any leads garnered from your presentation to further increase your ROI.
8. Giveaways and handouts are permitted.
9. Past corporate presenters have commented that having an institutional client or partner present along with company representatives is often very useful and effective.
10. Remember, the attendees are in the sessions for an educational experience; be sure to present them with ideas that will allow them to walk away with more knowledge about the industry, not just your company.