

Guidelines and Tips for ACUTA Generic Educational Presentations

Generic presentations at ACUTA events are to be educational in nature and are not to include any company or product/service information or bias. The guidelines and tips outlined below are provided by ACUTA to assist company speakers in making their generic presentations the best that they can be while following all rules and regulations. If you have any questions about your speaking slot or generic presentations in general, please contact Donna Hall, ACUTA's Manager of Professional Development, at dhall@acuta.org or 859/278-3338 x231. (If you are interested in learning the guidelines and rules for Corporate (Paid) Presentations, please visit <http://www.acuta.org/ex-spon/corpprestips.pdf>.)

- Please be sure that your content reflects the description in the printed brochure and the handouts.
- Each member of the audience should leave the session with the impression that the presenter was trying to **teach** them valuable content they can apply in their job; no one in the audience should have the impression they attended a marketing presentation.
- Presentations that focus on the features and benefits of a company's products or solutions are not acceptable.
- Presenters should avoid promoting the products and services of any vendor or unfairly criticizing vendors.
- The content of each presentation should be relevant to universities and colleges; presentations about K-12 schools are not appropriate at ACUTA, nor are presentations geared toward businesses outside the education market.
- The language used in the description and in the presentation should be appropriate for higher education. Presenters should demonstrate their understanding of their audience's needs and interests.
- Presenters from companies should not wear corporate attire (e.g., logo shirts, ties, hats) when they present.
- Presenters from companies should not distribute product literature, marketing materials, pens, door prizes, etc.
- ACUTA members expect to have access to the presenter's slides ahead of time on the ACUTA website. Slides should be submitted to ACUTA staff by the handout deadline so they may be reviewed and posted on the website prior to the meeting.
- Corporate logos and product names should not appear repeatedly in slide shows, slide templates, nor other handout materials. A corporate logo may appear on the first slide. Copyright notations are permissible on every slide.
- Presenters should not send replacements or bring additional presenters without clearing it prior to the event with ACUTA staff.
- Standing while you talk shows respect for your audience.
- Anticipate questions and seek audience feedback during your presentation.
- ACUTA sessions start and stop on time. Please respect the timetable that has been agreed upon. If there are several presenters, please allow other presenters their fair share of the time.

- Verify that everyone can hear you and see your slides, especially the fine print and the material at the bottom of the screen.
- Presenters should avoid using font sizes in slide shows less than 28 points. Enlarge drawings where possible to achieve legibility of text. Limit the text to six lines per slide.
- Presenters are responsible for obtaining required clearances to release material if applicable.
- Careful use of colors in slide shows is required so that there is good contrast between the colors for easy legibility when projected.
- If attendees want to print a copy of the handouts, they prefer slides without solid backgrounds that require large amounts of toner or ink.
- Give participants a chance to “wake up” occasionally. Most sessions at ACUTA events use PowerPoint or other computer projections. This means lots of listening in dark rooms!
- ACUTA audiences are usually comprised of individuals with a variety of backgrounds. It is very helpful for presenters to define acronyms and technical terms.
- Use a microphone, even if you believe you have a voice that carries well.
- With a lectern microphone or handheld microphone, speak into the microphone from a distance of 3 to 5 inches. Remind yourself to face the microphone as you speak.
- With a lapel or lavalier microphone, clip it onto your clothing no more than 6 inches from your mouth.
- Microphones also pick up noises such as drumming pencils, clanking jewelry, or chewing gum. If several microphones are being used in your session, they will probably all be turned on, so be careful what you say and do!
- Repeat questions from the audience.
- Attendees lose interest when presenters read from their slides. Many successful presenters use their slides to accentuate major points and to provide illustrations with charts and photographs.
- Even better, successful presenters engage their audience actively in discussion.
- Encourage and leave sufficient time for questions and audience discussion.
- To get the discussion going, rather than asking “Are there are any questions”, ask “How many of you have been faced with a similar situation”.
- Ask participants how they are going to apply your information.
- Be aware that reporters representing trade publications and other media may be present during ACUTA educational sessions and may have access to presenter handout materials.
- All presenters are strongly encouraged to attend the entire conference or seminar and to actively engage in conversations with other attendees.