

PLATFORM PRESENTATION GUIDELINES

19TH ANNUAL INTERNATIONAL CONFERENCE ON CONTAMINATED SOILS, SEDIMENTS AND WATER

October 20-23, 2003 at the University of Massachusetts at Amherst

You will have a 25 minute time slot for your presentation. There will be 5 minutes for questions from the audience directly after your talk. Meeting rooms will be equipped with computer and computer projector, overhead projector, a lavalier microphone, a stationary microphone at the podium and a laser pointer.

We recommend that you prepare a power point presentation and bring backups of overheads (or slides) in case there is any problem with your presentation. Laptop computers with CD drives will be available.

Suggestions for a successful presentation:

- Rehearse your presentation prior to the Conference. Initially practice in front of a video camera or a tape recorder, then present in front of colleagues. Time your presentation; be sure to stay within your allotted time of 25 minutes.
- Talk to your audience, don't read them a paper. Think of your presentation as a communication with your audience. Use eye contact. Sound enthusiastic about your subject.
- Encourage questions, pause before answering and repeat the question into the microphone before giving your answer.

Suggestions for Visual Aids

- Make them legible. Use at least 24-point type for lettering done using **ALL CAPITALS** and at least 32-point type for lettering done using **Capitals and Lowercase**. Hold your slides up to the light at arm's length. Any words that can't be read at that distance won't be legible when projected onto the screen.
- Use a sans serif font such as Arial, Universal or Helvetica rather than a serif font (such as Times New Roman); it's more readable.
- Use contrasting colors such as yellow or white lettering against a black, deep blue or green background. Too many colors in a single slide or transparency will reduce contrast and legibility; use no more than four colors on a single visual.
- Keep visual aids simple.
 1. Round off numbers and cut decimal places
 2. Use a scale along the axis of a graph rather than numbers at the ends of bars or columns
 3. Substitute symbols for words
 4. Abbreviate where possible without creating confusion
 5. Delete footnotes-give the information verbally if it is important
 6. Omit sources-put them in the written paper
 7. Avoid underlines, excessive grid rulings and unnecessary outlines.
- Use more visuals with less on each one. It takes the same amount of time to speak through six ideas on six slides as it does to speak through six ideas on one slide. It is more interesting for the audience to look at a number of different slides.
- Use text visuals to structure a complex concept or to emphasize groups of ideas.
 1. Edit your title to 1 line
 2. Edit long sentences to 1 line
 3. Use a maximum of 7 line per slide
 4. Use a maximum of 6-8 words per line
- Test visuals for legibility and contrast