

# Speaker Guidelines

## 2019 Wichita Workshop on Appraisal for Ad Valorem Taxation of Communications, Energy and Transportation Properties

The Workshop is meant to be an *educational forum where speakers and participants engage in a meaningful exchange of ideas and opinions*. All presentations should emphasize the "why" as well as the "how" and must be tied to property evaluation. Speakers are expected to "present" their material, rather than read it, and speakers and moderators are encouraged to work closely in this regard. In addition, speakers must adhere to the time frame allocated by the moderator to ensure adequate time for all presentations and questions.

The guidelines listed below are designed to help make this experience a good one for both speakers and participants, and are the result of over 40 years of experience and the suggestions of both past speakers and participants. These are general guidelines and may need to be altered for a particular program segment. Alterations should be agreed upon in advance by the speaker(s) and the designated moderator(s).

### Written Materials

- It is the decision of the speaker(s) if written materials (a formal paper, slides, etc.) are to be handed out *prior* to the session. If you decide to have your presentation handed out, your materials are due at the Center for Management Development **no later than July 8, 2019**. Materials will be printed in black and white only with two slides per page. Because of budget constraints at the University, printing the morning of the presentation is extremely limited and may not be possible.
- A one paragraph biography for each speaker should accompany your materials.
- Please also send a copy of the materials to the moderator(s) of your session for review.
- There are two options for submitting written materials and biographies. Either email your presentation to [meldonham@gmail.com](mailto:meldonham@gmail.com) or mail a disk/CD using either PowerPoint or Word to Melissa Donham, Center for Management Development, Wichita State University, 1845 Fairmount, Wichita, KS 67260-0086.

### Media Requirements

- All rooms used for workshop presentations are equipped with a Windows-based computer connected to a video data projector for PC-based presentations (i.e. PowerPoint, Excel, etc.), an internet connection, an overhead projector, and a VCR. Please specify which of the media equipment you plan to use.
- PC-based presentations will be loaded on to the computer prior to the conference. The presentation should accompany your materials to the Center for Management Development **no later than July 8, 2019**.

- It is important that you should also bring a copy with you for back-up.

### **Travel and Lodging**

- Speakers are expected to make their own reservations, which can be made either on-line or by phone.

If you have any questions about content, please do not hesitate to contact the moderator of your session. Questions regarding written materials or media equipment should be directed to

Melissa Donham at [meldonham@gmail.com](mailto:meldonham@gmail.com) or 316-978-5148.

Follow these Presentation Guidelines as you put your presentation together.

### **Slides: *Please use the Conference Template provided***

- never stand & read your slides
- one thought per slide
- 7 bullets per slide
- No more than 7 words to each bullet
- Font should be 24
- Keep it simple. Too many words, too much information is distracting
- No more than 10 slides in a 20 minute span

Your slides should be the big picture, or the high level of the topic.

Your handouts should be the detail. You do the **over view** during the presentation, and hand out the detail.

- Clip art is a good this to give a visual to your meaning
- Photos and pictures are nice on the screen but don't always copy to paper. Make sure that your handouts are readable.

There is power in an image. If you can find an image that gives the participant a vivid connection, use it.

The participant will be more likely to remember what you've said.

- Limit animation on your slides - continuous movement is distracting
- Run your presentation in a room **PRIOR** to presenting it in Wichita. Make sure the slides are readable, and the color doesn't fade the message out or make it too dark to see.

### **Presenter:**

- You're the expert - know your topic. You need to come off competent, truthful, and use a good demeanor
- Dress appropriately for standing in front of an audience
- Know your audience (interest level, language & lingo)
- Know your environment (room, space, timing)
- Reading the slides is bad...people read faster than you can talk
- Practice & prepare. Your first 90 seconds should be a strong, confident introduction

### **Handouts:**

- Should be the detail on what you presented - you do the over view during the presentation, hand out the detail.
- Many of the special effects or photos will not print well, so **LOOK** at a printed copy **BEFORE** you submit your handout