

Educational Session Presentation Guidelines

As you prepare for your presentation, the Healthcare Design Expo & Conference program team offers the following tips to help make your presentation a success.

EDUCATIONAL SESSIONS

Educational Sessions are designed to provide attendees with just-breaking information, case studies, and where appropriate, research findings. These sessions can offer case studies, design outcomes or processes, and topic related content. Attendees expect to enjoy information-rich presentations with opportunities for Q & A.

AUDIENCE

The Healthcare Design Expo & Conference draws its audience from many disciplines and different levels of professional experience including architecture, interior design, facilities management, academia, clinical care, providers, health systems, product developers, and researchers to name a few. These attendees want information that they can take home with them and begin to apply to their respective disciplines and initiatives. Attendance in your presentation may range from 50-250 people.

PRESENTATION FORMAT—an effective presentation consists of 3 parts

The **Introduction** has three purposes. It:

- Secures the audience's attention
- Orients them to your theme
- Establishes the fact that the information will be useful and fulfill a need

The **Body** of the presentation presents the message. Remember to:

- Stick to key concepts and avoid lengthy descriptions and unnecessary details
- Organize a series of points with the most important one first. (audiences typically focus from top to bottom. If you run short of time, the less important, lower ones can be skipped)
- Use conversational words, avoiding unfamiliar jargon, scientific, or job specific words or acronyms

The **Conclusion** should:

- Summarize the presentation
- Inspire and energize the audience with new knowledge
Provide take-away points useful in an individual's daily work. It is a great idea to end your talk with an interesting remark or an appropriate punch line. Leave your listeners with a positive impression of your expertise and ability to communicate.

MEETING EXPECTATIONS

Almost 10 months has passed from the time you submitted a speaking proposal for the Healthcare Design Expo & Conference. The reviewers chose your presentation based on its content at the time and understand that new and current information might be added to make sure the session is relevant. However, it is important to remember that participants are selecting your session based on the description that is available in the program listing. Please take the time to review the original intent of the session and make sure the educational content and program objectives are in alignment with what is stated.

HANDOUTS

Your presentation will be uploaded to the Healthcare Design Expo & Conference Mobile Application that attendees can access before, during and after the conference. If you intend to provide additional handouts, tell the audience in the beginning of your presentation that these handouts can be accessed via the Mobile App. This way they need not waste time taking unnecessary notes and can focus on what you are saying. Directions to access presentations and handouts

will be in the Healthcare Design Expo & Conference onsite program guide, the conference website and through email communications.

PREPARING YOUR PRESENTATION

Use Stories in Addition to Data and Statistics

Most audience types relate to a story or anecdote that ties your message back to them. If your presentation relies on statistics, use the most relevant data to relay the message. If your presentation is research-based, focus on the results in addition to the methodology. Make sure your audience is familiar with acronyms, references and technical terms used in your talk. Be kind and define any terms that may not be understood.

Practice Makes Perfect

Know your material and rehearse out loud, or if possible, record or videotape it. Seeing or hearing ourselves as others do is a tremendous (and informative) teacher.

Timing is Everything

When timing your presentation, eliminate any extraneous material or words, and allow for the unexpected. If you are short of time, know what you can leave out and if you have extra time, know what can be added. When preparing and practicing your presentation, it is always a good idea to end early. This will give you a “cushion” should things come up during your live presentation (i.e. late start, equipment issues, audience interruptions, etc.). Consider using a set of symbols or colors in your notes to highlight key thoughts and to indicate where you want to pause for emphasis. Placing “timing cues” in the margin of your notes can help you stay on track and course correct where necessary.

Use Variety

A great way to engage your audience and maintain their attention is by delivering information in a way that they can relate to. Think of how you can make your topic applicable to their everyday. A few anecdotes and practical examples to illustrate your points will make it easier for your audience to understand complex issues and remember what you said after the presentation.

Use Less Text and Let Pictures Tell Story

The text of your presentation slides should be large, kept to a minimum and serve as visual cues, rather than the whole message of your talk. This is especially important in large-sized audiences where attendees in the back need to see your slides. (a good baseline is the “6 by 6 rule”—no more than six words on a line and six lines on a slide) Graphs and charts are great ways to relay information, but make sure they can be read and understood 50 feet from the screen. Finally, where possible, use pictures, drawings and photos to illustrate your points. But remember, the visuals are there to support your presentation, not the other way around.

Fonts / Text

Audiences can easily see a single sans-serif font such as Arial or Helvetica. Use font size larger than 24 pt. for text and font size larger than 35-45 point for titles. It is a good idea to embed the font so they will not change when using different equipment at the conference.

Color Contrast

A dark background with light text is easiest for audiences to read and light/pale color backgrounds appear even lighter when projected. You can anticipate that a portion of your audience may be colorblind and unable to distinguish between different colors, especially those that are close in value. Red-green color vision deficiency is the most common. When preparing charts, consider conveying data by using “redundant coding”, such as varying the line type (continuous vs. dashed, etc.). When using symbols, consider varying the shapes instead of the colors. Green lasers are easier to see by those who are colorblind and those who are not.

CAPTURING THE AUDIENCE

People form an impression of the presentation in the first 15 seconds. Get them to sit up and take notice by opening with a story, an anecdote, a startling piece of information, a quote or something humorous that is germane to your topic. Let your audience know that they are going to enjoy the next 60 minutes with you. And remember, don't read your presentation.

POSITIONING & BODY LANGUAGE

Use the Microphone

Because of your audience size, it is important to use your microphone. A lavalier microphone will be provided to you. When you start your talk, ask if you can be heard at the back of the room—you've invested so much time preparing your talk; make sure people can hear it.

Venture Out

Audiences are truly responsive if you come out from behind the podium. Moving about the stage is a great way to keep your audience's attention and make them focus on you, the presenter. A wireless, laser remote is a great device for advancing slides, pointing to the screen, and allowing you to connect with your audience.

Body Language

Gesturing with your hands is a vital part of communication that can enliven and add emphasis to your talk. But be aware of unconscious, negative body language (such as hands in the pockets, gripping the podium, arms folded across the chest, swaying from leg to leg or turning your back on the audience)

Eye Contact

Make eye contact with audience members. This will help them relate to you, be receptive to your message and provide you with valuable feedback on how your presentation is going. If you sense boredom, you may have to pick up the pace; if you sense enthusiasm, it can help to pump you up.

KEEP IT INTERESTING

Vary Voice Tone to Avoid Monotone

Vary the pitch and character of your voice so that it complements and emphasizes what it is you are trying to say. Vary the speed of your speech and pause after important points or to emphasize a statement.

Choose Words Carefully

Be aware of "filler" words that are often fall back words to buy time while presenters gather their thoughts. . The most commonly used filler words are "um", "well," "I mean," "that is to say," "basically," and "in other words." It is preferable to be silent while gathering your thoughts.

Lighten It Up

Use humor and conversational language. This will keep the audience interested throughout your entire presentation.

Pace yourself

Speak slowly and pause briefly to give the audience time to digest the information on each new slide. Don't speak so fast that one sentence runs into another without a pause or time for the audience to consider what you have said. A rapid delivery requires too much energy for listeners to decipher what you are saying.