Prepping for SIG Presentations: Guidelines for Screen and Voice Presentation

Updated January 2016
Dear Presenter,

Thank you so much for all your hard work in preparing to present at a SIG Event.

This deck includes some simple guidelines for your presentation.

We hope you follow this proven prescription for success.

Thank you,

SIG
• The PowerPoint Presentation you create will be used both as a guide for your voice presentation and a take-away from the meeting.
• The following slides provide guidelines and samples for your presentation.
# Guidelines for PowerPoint Presentation Outline

<table>
<thead>
<tr>
<th>Type / Title of Content</th>
<th>Suggested # of Slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Slide</td>
<td>1</td>
</tr>
<tr>
<td>Presenter Company Background Slide (You)</td>
<td>1</td>
</tr>
<tr>
<td>Client Co-Presenter Company Background Slide</td>
<td>1</td>
</tr>
<tr>
<td>Content</td>
<td>1 Slide Per 10 Minutes</td>
</tr>
<tr>
<td>Contact Information</td>
<td>1</td>
</tr>
<tr>
<td>Appendix (Details, Sources, Multimedia Links)</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Your PowerPoint Presentation

Title Slide

- Title Matches Proposal
- Add Your Company Logo
- Add Speaker Name
- SIG Logo will be added by SIG Staff
Your PowerPoint Presentation

Company Background Slide

- One slide for presenter company
- One slide for client company
- Company Background
- Company Mission
- Experience / History Related to Content
<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• SIG GUIDELINE: Confirm content matches abstract</td>
</tr>
<tr>
<td>• SIG GUIDELINE: Confirm content is noncommercial</td>
</tr>
<tr>
<td>• SIG GUIDELINE: Confirm content is targeted to executive audience</td>
</tr>
</tbody>
</table>
## Content

**SIG GUIDELINE:** Tools for the Tackle Box

<table>
<thead>
<tr>
<th>Content</th>
<th>Tools for the Tackle Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Case Studies</td>
<td>8. Market &amp; Business Intelligence</td>
</tr>
<tr>
<td>2. Solutions</td>
<td>9. Sourcing &amp; Governance Tools</td>
</tr>
<tr>
<td>4. Lessons Learned</td>
<td>11. Insights</td>
</tr>
<tr>
<td>6. Charts</td>
<td></td>
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<tr>
<td>7. Forecasts</td>
<td></td>
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</tbody>
</table>
Your PowerPoint Presentation

What did the implementation plan look like?

What were the assessment methodologies and calculators?

What are the KPIs? How will we benchmark savings?

From SIG Members Surveyed Before & After Summits…
“Great content but…”

We need names of tools…and who’s using them

Executive Support? What and How?

Would you do it again? Differently?

What happened with this initiative after two years? Did you reach stated objectives?

How did you research providers? How did you manage risk with unknown providers?

What did the contract look like? How was pricing structured?
Content

- List theme and objective
- List tools used to meet objective
- List / display application of tools
- Confirm slide content is fluid and matches theme
- Confirm grammar is consistent
Your PowerPoint Presentation

Contact Information

• Include:
  – Presenter’s Contact Information
  – Client Co-Presenter’s Contact Information
  – Name, Company, Title, Phone, Email
Appendix

- Sources Cited
- Detailed Graphics and Charts
- Links to multimedia, demonstrations of work in practice, whitepapers, articles
- Snapshots of tools
- Details about general ideas discussed during presentation
Your PowerPoint Presentation

Format

• Label Screen
• 6 X 6 (six lines, six to eight words each)
• Don’t use *italics* or ALL CAPS
• Use **bold** and **different color fonts** to emphasize text
• **Dark on light** or **light on dark**
Your PowerPoint Presentation

Format

• Use graphics, charts, video, photos
• Use consistent coloring in charts & graphics
• Use consistent font and sizing
• Use spacing between paragraphs
• Use slide numbers
Your PowerPoint Presentation

Format

• Do not overuse animation

• Use the outline and notes feature in PowerPoint

• Use Slide Masters to create consistency

• Use Spell Check and Grammar Check
TEST your presentation:

• Load your presentation on a laptop and project in a room (with the lights on).

• **Walk to the back of the room (at least 30 feet away).**

• Play your presentation. **Make sure it can be seen, read, and understood from a distance.**
VOICE PRESENTATION
Your Voice Presentation

Preparation

• Practice and time yourself
• Critique with coworkers and friends
• Write a few questions to ask yourself and engage the audience, present a problem and then solve it logically
• Wash, rinse, repeat; rehearse until you feel comfortable
Your Voice Presentation

Preparation

• Practice in the clothes you plan to wear for the presentation
• Eat, hydrate, and sleep well before the presentation
Poll your audience at the beginning of your presentation
This engages the audience and demonstrates your knowledge (and control)
This helps you gauge your audience’s existing knowledge and experience
Your Voice Presentation

Delivery

• Suggestions for responding to questions posed by audience during initial polling:
  – Indicate the subject will be discussed in the presentation
  – If it’s something you won’t cover or don’t know, deflect by indicating someone in the audience may be able to respond during Q&A or that you will follow-up later
Your Voice Presentation

Delivery

• Poll your audience during your presentation
  – As you segue to a different aspect of your presentation topic:
    • Ask the audience for feedback regarding the topic just covered, whether or not anyone in the audience has any experience with the topic and can share
    • Ask the audience in preparation of your new topic

• Prepare seeded questions for your facilitator or moderator in case your audience is not engaged
## Delivery

- **SIG GUIDELINE:** Use and discuss real-world applications and stories
- **SIG GUIDELINE:** Demonstrate your ideas and thought leadership
- **SIG GUIDELINE:** Discuss specifics regarding client co-presenter or case study, including how challenges were/were not met
- **SIG GUIDELINE:** List sources of information
Your Voice Presentation

Delivery

• Use graphics, charts, video, photos
• Create a theme and demonstrate that theme
• Build up to story
• Tell them what you’re going to say…say what you’re going to say…and say what you said
• Be animated, engage the audience
Your Voice Presentation

Delivery

• No bad jokes
• Avoid sensitive topics
• Look at your audience
• Do not read your slides, review them and discuss them, but do not read them
• Allow questions
• Pause between slides and after questions
Logistics

- SIG Staff will prepare microphone
- Know the equipment
Electronic Auction Sourcing: Fundamentals

Jane Smith, President & CEO
Green Acme Company
March 2011
• **Our History:** Founded in 2001

• **Our People:** Consulting Group with 100+ Years of Experience in Market intelligence and research, best practices and execution, and innovative and sustainable strategies in SaaS sourcing.

• **Our Mission:** Smart sourcing.
• **Summary:** Fortune 500 Company in Finance and Insurance Sector with Global Presence

• **Challenge:** To build an electronic sourcing center of excellence, execute 10 sourcing contracts for indirect spend per quarter (goods *and* services), cost avoidance or savings of 7-10 percent of 2009 spend in selected categories.
Our presentation agenda:
- Client’s Objective and Measurements
- Implementation Plan and Execution
- Practical and Sustainable Operations
- Forms, Checklists, Reports
- Governance and Assessment
- Vendors and Providers
Electronic Auctions: An Overview

Sample Polling Questions:

1. How many of you have conducted electronic auctions as part of the sourcing process?

2. How many auctions have you conducted in the past?

3. What categories have you sourced through auction?

4. How do you define success?
Electronic Auctions: Initiative Objective

- Lead the Change Management and Develop a Project Plan with Excitement!
- Select a Smart, Innovative Provider with Easy-to-Use Tool
- Learn & Implement Best Practices
- Create Center of Excellence
- Define Goals and Create Bandwidth to Support Goals
- Create, Implement and USE a Reporting Mechanism / Dashboard
How did we implement the change management necessary to support this goal?

1. We fit the goal to company mission & objective by working with the sourcing department and business units.

2. We defined real and actionable goals and educated users on the importance of these goals and the strategies for meeting the goals.
We built an implementation plan with a phased approach.

1. Identify stakeholders.
2. Build an objective.
3. Understand offerings.
4. Select and execute 2-3 pilots.
5. Build and execute governance plan.
Once the excitement died down, how do we convince folks to continue to use auctions as part of their core activities?

1. Create a center of excellence so infrequent users have in-house experts who are frequent users.

2. Move from low-hanging to more complex categories.

3. Etc. etc.
What processes, tools, charts, forms, etc. did we use? Samples of all of these are in the appendix of this presentation.

1. Supplier questionnaires: online questionnaires for everything from contact information to payment information. Integrated to our ERP system and supported by a vendor help desk (either internal or with the Saas provider).

2. Sourcing tactics review – which categories fit auction criteria?

3. Basic project plan and timeline.

4. Promotion plan.
Sample Polling Questions:

1. What types of auctions have you all used?

2. What types of auctions work best for you?
## Electronic Auctions: Appendix

<table>
<thead>
<tr>
<th>Item</th>
<th>Usage</th>
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<tbody>
<tr>
<td>Mission &amp; Objective</td>
<td>This document describes the objective for using electronic auctions as a sourcing tool.</td>
<td></td>
</tr>
<tr>
<td>Implementation Plan</td>
<td>This project plan describes the stakeholders, processes, and timelines for implementing a pilot and full electronic auctions sourcing program.</td>
<td></td>
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<tr>
<td>Center of Excellence</td>
<td>This document describes the mission, positions, responsibilities, support, and maintenance of a center of excellence.</td>
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<tr>
<td>Communications and Promotions.</td>
<td>This document describes and includes templates for communicating with business unit leaders, users and customers, solution providers, and other stakeholders regarding auctions. It also includes guidelines for promoting the usage of auctions as a sourcing tool.</td>
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<tr>
<td>Category Audit</td>
<td>This matrix acts as a questionnaire to determine the appropriateness of a spend category for electronic auction. It describes the prerequisites for consideration and best practices for select categories.</td>
<td></td>
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<tr>
<td>Sourcing Documents</td>
<td>These documents provide language for supplier qualification, RFx, auction execution, contract negotiation and governance.</td>
<td>Intentionally removed for the purposes of this document</td>
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</table>
## Electronic Auctions: Appendix

### Best Practices and Strategies

This document provides best practices for specific categories, including recommended pricing structures, third party indices, and other market intelligence and benchmarking mechanisms.

### Governance, Reports, Dashboards

This set of documents outlines governance practices and provides an objective for a dashboard. The documents should also include how to use the dashboard, how to maintain the dashboard, and how to create a council to utilize the results reported from the dashboard.

### Providers

These documents provide a list of vendors who operate in electronic auctions for sourcing organizations and includes screenshots, major features and in some cases, access to demonstration sites.

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