PRESENTATION AND PRESENTER CHECKLIST

Three Key Guidelines:
1. Presentation content matches Abstract/Session Overview
2. Rely heavily on frontline experiences, proven best practices, current and relevant case studies and provide a great deal of lessons learned, take-aways, tools and templates...show your expertise and thought leadership and explicitly demonstrate how others can implement and benefit
3. No offensive, overtly-commercial, or insulting material, on the slides or in your delivery

Content Guidelines:
Objective: To engage audience, demonstrate thought leadership, provide excellent tools for real-world use in an interactive session with audience participation
- Outline, no commercialization:
  - Slide 1: Title, Presenter Name & Company, Client Presenter Name & Company
  - Slide 2: Presenter Company Background, Mission, and History of Work Completed on Topic + Logo
  - Slide 3: Client Presenter Company Background, Mission, and Project Objective + Logo
  - Slide 4: Define Presentation Objective + an Agenda/List of Discussion Topics
  - Slide 5: Polling Questions
  - Slide 6:
    - Begin Presentation, Disperse more polling questions, screenshots, etc.
  - Last Slide: Contact Information for Presenter & Client
  - Appendix: Sources Cited, Recommended Readings, Tools, Templates, Detailed Case Studies, and other take-aways
- Prepare Questions for Audience
  - To poll audience at beginning and understand knowledge set
  - To poll audience during presentation to demonstrate your command of subject
  - To provide facilitator and moderator in case audience is not engaged (i.e. seeded questions)
  - To tell the audience if the full presentation will not be made available offline and to take good notes
- Include Quality, Rich Take-Aways
  - Strategies and formulas for those strategies
  - Specific information regarding challenges and solutions
  - Case studies with quantifiable data which tell a story
  - Tools, maps, templates, charts, screens, formulas, lists, sources of information, market research, business intelligence, forecasts, etc.

Format Guidelines:
- Spell Check
- Grammar Consistency
- Readable graphics, charts, and other artwork
- Use graphics, charts, video, photos
- Use consistent coloring in charts & graphics
- Use consistent font and sizing
- Use spacing between paragraphs
- Use slide numbers
- Do not overuse animation
- Test formatting by loading on projector, displaying, and viewing from a distance of at least 30-feet
- Version control your presentation by adding the send date to the file name: example
  ABC_Company_Guide_to_Quality_SRM_2016_Mar_3.pptx
Voice Presentation Guidelines:

- Tell a story! This is the most critical factor for a successful presentation!
- Engage your audience
- Demonstrate provider-client relationship by exchanging dialogue throughout the presentation about your work together, the engagement, the challenges
- Keep the audience on task – before you present, determine methods for managing audience members who may distract from the objective of your presentation
- Consider these concepts and questions from professional speakers (find entire list at 8 Steps to Make a Great Speech)
  - Will your audience walk away changed based on the information you share? Ask your client to help you answer this question.
  - Grab your audience from the very beginning with a stat, story, or declaration.
  - Own the room – wake your audience up – use the “Dawn Evans” technique – make folks stand up, shake around, greet their seatmates
- Your audience members will evaluate your session based on these criteria; speaker was knowledgeable, content was relevant, lessons and take-aways were useful.

Final checklist:

✓ My presentation has a title, agenda, and speaker contact info
✓ My presentation has a background slide on the company and/or project initiative for both presenters
✓ My presentation matches the abstract, learning points, lifecycle, and keywords I submitted
✓ My presentation contains key takeaways, lessons learned, drivers for success, best practices, case studies, and/or other implementable tools
✓ My presentation contains an appendix with supplemental materials like worksheets, screenshots, contract language, benchmarking tools or other indices, and/or templates
✓ My presentation includes, if applicable, definitions for any acronyms or concepts that may be unfamiliar or new to the audience
✓ My presentation has slide numbers
✓ My presentation contains 2-3 polling questions for the audience
✓ I tested my presentation and I can read from a distance
✓ I have provided 2-3 seeded questions for the SIG moderator / Session Facilitator
✓ I have reviewed my presentation with all of my session speakers / panelists
✓ I have version-controlled by presentation file name by adding the date to the file name
✓ I understand an electronic version of my presentation will be made available to Summit Delegates and SIG Members

Additional Assistance

Contact Mary at SIG: +1.206.219.4134 or mzampino@sig.org
