



Speaker Guidance

Project Management Symposium

Presenting at the Maryland Project Management Symposium

In-person speaker sessions are 45 minutes. It breaks down to: a 5 minute introduction, 30 minute presentation and 10 minutes for Q&A. On-demand sessions do not include the introduction or the Q&A. Your 30 minute presentation is your opportunity to showcase your ideas to your peers. Model your 30 minutes like a TED Talk. TED talks are generally 18 minutes, not 30, but if you use the techniques used to develop a TED Talk, it will keep your presentation focused and your audience more engaged.

Develop an Idea

Think about what you want the audience to take away from your presentation. You should not have more than 3 big ideas, but one is easily enough. A good idea takes evidence or observations and should lead to a conclusion.

Share What You Know

You do not need to be the world's foremost expert, but you do need to be an expert on your topic. The audience relies on you to give accurate information – please check and verify your facts! If you are presenting research, make sure your idea is backed by the facts. Give relevant examples, concisely presented. Identify opinion or developing ideas as such.

Prepare, Outline and Script

There is no single theory that offers the best structure for your talk. But, follow the guidance for TED Talks, see https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks.

This is the structure that they have found to work particularly well:

- 1) "Start by making your audience care, using a relatable example or an intriguing idea.
- 2) Explain your idea clearly and with conviction.
- 3) Make the persuasive case about how, and why your idea should be implemented.
- 4) End by addressing how your idea could affect your audience if they accept it."

The primary goal of your talk is to communicate an idea effectively. Follow this structure:

Introduction

A strong introduction is crucial. Draw in your audience members with something they care about, make them curious and answer WIFM (what's in it for me). Get your idea out as quickly as possible. Don't focus on yourself. Don't open with a long string of statistics.



Body

Make a list of all the evidence you want to use. Think about items that your audience already knows. Define what you want to convince them of: the new knowledge, research, or practice you believe will be valuable to them. Prepare your list based on a logical sequence. Then see if you can cut out items and still make the point. Ask yourself again, “what are the key takeaways I want the audience to know.” Don’t use jargon or explain any new terminology. Don’t let citations interrupt the flow of your talk. Place them in the fine print on your slides. Note anything that is best conveyed visually and use slides or videos for this. Only use slides for key points and visualizations.

Conclusion

Find a landing point in your conclusion that will leave the audience feeling positive toward you and your ideas. Don’t use the conclusion to simply summarize what you have already said – tell your audience how this information might impact their lives, if implemented.

Script

When you have developed your outline to the point you are satisfied with the logic sequence, start writing a script. Be concise. Use present tense, strong and interesting verbs. Your script is likely to be revised many times until you are comfortable with it.

Create Slides

PowerPoint slides can be very helpful, but they are by no means necessary. White-boarding is better if you have the software to do it! If you decide to use slides, please use the template provided and remember:

- Use as little text as possible – if your audience is reading, they are not listening.

- Font size should be 32 points or larger. Use the presentation template provided.

- A picture is worth 1000 words – this old adage is true!

- No single slide should support more than one point.

- Only use images or graphics that you have created OR have permission to use. Always cite the source.

- Have someone review your slides to see if they make sense and check for glitches.

Rehearse

Once you have built your presentation, the next crucial step is rehearse, rehearse, rehearse! Rehearsing will undoubtedly lead to minor refinements in your draft presentation. It doesn’t matter how many times you have gone over your talk in your head, stand up, look in the mirror, and rehearse. Check your timing, pay attention to your posture, repeat, repeat, and repeat until you are totally comfortable. Then, you are ready to present!