

## Guidelines for speakers

The aim of these guidelines is help you maximize the relevant information that you communicate to your diverse audience during your presentation.

### Equipment

All conference rooms are equipped with standard computers (PC) with beamer, amplifier, loudspeakers, and internet connection. Power sockets are central European standard. If you are using a Mac, bring the appropriate adaptor cables (we may not be able to solve compatibility problems). There is also a whiteboard with colored pens.

### Requirements

- Present in English.
- Regular talks will be allotted 20 minutes plus 7 minutes for questions and 3 minutes break. Start on time and stop talking 20 minutes later. The timetable will be strictly adhered to so people can change rooms and everyone gets their agreed time.
- If you use powerpoint or similar (most will), bring a backup. Expect your datastick to develop an error, your CD to be unreadable, your computer to crash. Copy your files to two or three of the following: laptop, USB-datastick, CD, iPod with USD cable, email to yourself.
- On the morning of your talk, attend the technical check (8:00-8:40). Copy your files onto the computer in your room. Powerpoint files and audio/visual files should be in the same folder (no sub-folders). Check everything works. Watch the videos and listen to the sound examples. Adjust brightness, contrast, volume, sound quality. Ensure your slides look the same on the screen and the computer monitor. Check the text is legible from the back row.
- Meet your chair and technical assistant 15 minutes before the start of your session. If you have a handout, ask a student assistant to distribute it.
- If something goes wrong with the equipment during your talk, ask the technician to fix it. *Meanwhile, keep talking* - even if you have to improvise without slides. Your 20-minute period will not be extended! If there is a serious problem, we will find you a new timeslot.

### Suggestions

Apart from the above, you are free to present your work in any way you consider appropriate. The following are really no more than suggestions. We want to help you communicate as much relevant information as possible in the time available. That does not mean talking fast - your audience will understand most if you speak at a medium speed.

#### *Language:*

- If English is your native language, avoid unusual idioms, and don't speak too fast.
- If not, ask a native speaker to check your talk and your pronunciation of key words.

### *Structure and timing:*

- Speak in grammatically complete sentences. Divide your talk into sections (e.g. introduction, main part, conclusion). Pause briefly between sections. At the start of each, state its aim (why are we talking about this now?).
- First, explain the background in research and practice (say, 5 minutes). Then state your main aim/s (1 minute). Then spend 5-10 minutes on the details of your “main contribution”. Start to wrap up about 15 minutes after the start. In the last 5 minutes, summarize the main points and their implications; avoid new issues, arguments or results.
- When you practice your talk, it should take about 18 minutes. Be prepared for the unfamiliar situation, interruptions, and unexpected minor problems. It is better to speak slowly, clearly and boringly than quickly and incomprehensibly.

### *Content:*

- Return repeatedly to the relationship between practice & research – the aim of cAIR.
- Explain any terminology that may be new, unfamiliar, or ambiguous.
- Present concrete examples (e.g. short video/sound clips) near the start of your talk.
- Your audience is diverse. Speak to the average audience member.
- Avoid discriminatory language, e.g. don't refer to an unspecified person as “he”.

### *Presentation:*

- We recommend powerpoint - even if only for photos, graphs or videos. Your audience will learn more if they can use both eyes and ears. Slides should be concise and self-explanatory. Limit your talk to 20 slides and your text to 20 words per slide. All font sizes should exceed 20 (remember the back row). Text and background should contrast sharply; avoid pale/pastel colours. Write in point form (not sentences, unless quoting). Expand verbally on each point. Don't expect your audience to read text while you say something else.
- Prefer graphics to text if possible – “a picture is worth a thousand words”. Figures should be uncluttered. On graphs, label axes clearly and explain them verbally.
- We do not recommend a script - it reduces eye contact and spontaneity. If you use a script, write short, clear sentences. Be spontaneous: throw in improvised comments, and leave out material if you realize it is not clear or central. Expect to say 100 words per minute for about 18 minutes, including some improvised text. So limit your script to 1500 words.
- All participants will have access to your revised project summary in the handbook and proceedings paper in the internet. Handouts are optional, but may help you present certain kinds of content. We suggest one piece of DIN A4 prepared from 4 pages by reducing to 70% and double-sided copying. Please bring about 30 copies.

### *Further tips and ideas:*

- Maintain the loudness and clarity of your voice. If possible, stand. Maintain eye contact with different audience members. Respond to their expressions.
- Point at the screen (not the monitor) using the pointer. Don't block the view of the screen.
- Rehearse your talk with a friend. If it is too long, relentlessly delete unessential material.
- During the question period, let questioners finish before replying. Reply briefly. If you don't know the answer to question, say so (maybe someone else does). Don't argue.