

# Speaker Presentation Guidelines

## Earth & Space Conference 2008

11<sup>th</sup> International Conference on Engineering, Science, Construction,  
and Operations in Challenging Environments

Sponsored by the ASCE Technical Activities Committee, Aerospace Division

March 3-5, 2008

Long Beach, California

Website Address: [www.asce.org/conferences/space08](http://www.asce.org/conferences/space08)

Congratulations on your acceptance to make a presentation at the **Earth & Space 2008!** This is an excellent opportunity for you to share knowledge and information with your colleagues.

It is important that you prepare an interesting and informative presentation for the conference, rather than simply reading your paper. Please review the following guidelines to assist you in doing this.

### **All deadlines are Friday, February 1, 2008.**

- Submit your Biographical Form by Friday, February 1, 2008.
- Submit your Audio/Visual (A/V) Form by Friday, February 1, 2008.
- Register by the Early Bird deadline, which is Friday, February 1, 2008
- Submit your final paper by Friday, February 1, 2008.

### **Preparing Your Presentation:**

**Your entire presentation is approximately 20 minutes in duration**, including introduction and questions.

#### **1. What is the topic of my presentation?**

Be sure your audience is fully aware of your goals.

#### **2. Who is my audience?**

- a. Consider, if you were an attendee, how you would like the information presented.
- b. ASCE is committed to promoting an inclusive professional organization. It is important that your presentation is geared to reach a diverse audience.
- c. Make sure that the content of your presentation, including audio and visual (A/V), does not contain any terms/language that could be considered offensive.
- d. Your presentation must not

#### **3. What is the objective of my presentation?**

Choose main points and objectives and elaborate on them. Next, outline your presentation. A speech may be divided into three parts: (1) introduction/opening; (2) body; and (3) closing.

## **1. Introduction/Opening**

- State your goal or ideas in general terms.
- Share a relevant story, anecdote, or quote, an engaging metaphor, or a remarkable fact.
- Use humor very carefully; it can be powerful and engaging, but jokes can be offensive to some.

## **2. Body**

- Discuss your main idea(s) in detail.
- Use supporting examples
- Use visual aids to reinforce. (Note: computers are not provided. Please bring your computer or arrange this with your session chair or moderator).
- Reiterate your points.
- Develop a theme.

## **3. Closing**

- Summarize your main points.
- Restate your goal, in a memorable way.
- Explain the value of your discussion.
- Reiterate the plan of action or future plans.

## **No Commercialization**

No commercialization is allowed.

ASCE does not endorse commercial products or lobby commercial products for specific legislation.

Speakers are not permitted to sell, promote or otherwise give significant exposure to any company or organization's materials, products and/or services.

Advertising, informational literature, samples, etc., in meeting rooms, corridors, guest rooms or other adjacent areas are not permitted. This restriction also applies to printed matter promoting sessions or activities of other non-ASCE groups.

## **Indemnification**

Speakers and moderators agree to indemnify and hold harmless ASCE, additional sponsors and the Renaissance Long Beach Hotel from any damages or costs resulting from their presentations. Your relationship with ASCE is that of a volunteer and not an employee or agent.

## **Visual Aids**

You may decide to incorporate visual aids into your presentation. A Harvard University study reveals that individuals comprehend about 7% of information they obtain verbally. They comprehend 87% when information is delivered both verbally and visually.

- Computer-based presentations (such as PowerPoint) are the most popular form of visual aid at this time. Each session room will have an LCD projector available.
- Remember, if you are making a computer-generated presentation, **you MUST bring your laptop** with you. ASCE does not supply laptops for your use. If you do not have a laptop computer, please discuss alternatives with your session moderator.
- Your presentation time begins when you are introduced. To maximize your presentation time, please make sure any computer-based presentations are pre-loaded on your computer or the computer that will be used for presentation, and ready to go when you arrive at the session room. You may take advantage of the **Speaker Ready Room** for this purpose.
- Choose your visual aids carefully and make each one count. Determine if the information really needs visual representation. Too much information may overwhelm an audience.
- Be sure that everyone in the audience will be able to see the information.
- Use fonts that can be seen from at least 50 feet away.
- Don't put too much information on any one slide. Use a maximum of three bullets per slide.
- Use a typeface that is easy to read. Dark type on light background is recommended.
- Graphs and charts with a lot of detail may be difficult to see, so you may want to either simplify them for presentation, or print them out and use as a handout.

**Video players can be made available UPON ADVANCE REQUEST, using the Audio/Visual Form.**

- Show only top quality tapes or DVD's.
- Please specify format. (DVD, VCR; North American or European formats)
- Review your video/DVD ahead of time; make sure the video and sound qualities are good from the beginning to end.

### **Exhibits/Demonstrations**

- There may be times when you will be able to actually use what you are talking about as a visual aid. Make sure that everyone can see it.
- Demonstrations are best done with a small group

### **The Final Step**

- Rehearse your presentation so you do not have to read it.
- Speak clearly and distinctly.
- Presentation time is limited to 20 minutes.
- If you have practiced your presentation and are comfortable with your material and visual aids, then you will be a more relaxed and effective speaker.

Thank you for your time and efforts!

**Questions** may be addressed to Adele C. Dicken, CMP, Conference Manager at [adicken@asce.org](mailto:adicken@asce.org) or tel.: (703) 295-6028.

ASCE World Headquarters, 1801 Alexander Bell Drive, Reston, VA 20191  
Tel: (703) 295-6000 \* Fax: (703) 295-6329  
[www.asce.org](http://www.asce.org)