SAMEA Conference

23-25 October 2019, Emperors Palace, Kempton Park

Guidelines for Presenters

INTRODUCTION

When designed well, PowerPoint presentations are powerful tools to convey messages and insights to a wider audience. The key to a successful presentation is to create concise and visually appealing slides that engage the audience. A poorly constructed slide deck can distract from the presenter's main message and alienate the audience. PowerPoint slides are visual aids and not speaking notes, and thus are not meant to be wordy.

PRESENTATION TYPES

This year, the SAMEA conference will accommodate five types of presentations:

- **Oral presentations** are short talks that are given individually or as part of a panel at the conference. Oral presentations are normally 10-15 minutes, followed by questions from the audience. These presentations should demonstrate how M&E theories, tools and methods are used by practitioners and be aligned to the conference strand. Oral presentations may be grouped into:
    - A **themed session** within the conference will consists of 3-4 presentations of 10 minutes each on a common theme (e.g. education or health evaluation), followed by questions from the audience and open discussion.
    - A **panel discussion** is a formal, thematic, 60-minute presentation that focuses on an issue facing the field of monitoring and evaluation (e.g. use of evaluation results). The panel includes a coordinated 15-minute presentation by three presenters, followed by a discussant, on the general topic of the panel.
- **World Café** consists of a 45-minute session with participants seated around three tables. Each table is given a topic to discuss with a facilitator guiding the discussion. After 15 minutes, participants move to the next table to discuss another topic. After participants have discussed all three topics, the facilitators will summarise the discussions and open

the floor to questions and further inputs. Download the world café guidelines from www.sameaconference.com.

■ **Lightning sessions** use 20 PowerPoint slides that automatically advance every 15 seconds for a total presentation time of just 5 minutes. These types of sessions convey very a clear message, idea or method. Lightning presentations are interesting and fun to attend or present.

■ **Poster** entails a poster size presentation with visual representation (graphs, diagrams, photos) as well as text. Infographics could depict an evaluation study including questions asked in the study through methodology, data, findings and conclusion; and may include specific case-study/studies. Infographics will be displayed, and presenters need to be available to respond to questions asked about the infographic when on display. Download the poster presentation guidelines from www.sameaconference.com.

ORAL PRESENTATIONS

CONTENT

- The amount of content in your PowerPoint deck depends on the time allocated to you. Before starting on your PowerPoint presentation, check with your session chair on how much time you have in the programme.
- **Plan for 1.5 minutes of speaking time for each slide**. So, if you have ten minutes, then limit your presentation to a maximum of seven slides.
- Jot down your main ideas on a paper before starting on your slides. Create a logical flow to your presentation. If you have ten minutes to present your evaluation, then as a rough guide, you could structure your presentation as follows:
    o Slide 1: Background
    o Slide 2: Approach and methods
    o Slide 3-5: Main findings
    o Slide 6: Conclusions
    o Slide 7: Main recommendations
- Contact the session chair if you have any questions on how to frame your presentation.
- You may include your organisation's logo in your slides.

DESIGN

- Use consistent colours, fonts and slide designs throughout your presentation.
- Keep your slides uncluttered and easy to read.
- Use at least a 24-point size for your fonts. Sans serif fonts (e.g. Arial, Calibri and Helvetica) are easier to read in PowerPoint format.
- Use high-quality photos and pictures in your slides.
- Limit the use of animations and transitions. These effects should only be used to accentuate a point.

- Avoid long sentences and paragraphs in your slide. Use shorter sentences and bullet points that outline essential information.
- Use a dark text on a light background or a light text on a dark background.

DELIVERY

- On the day of the presentation, arrive at the room where your session is being held at least five minutes before your session.
- Introduce yourself to the session chair.
- Make sure your PowerPoint presentation is loaded onto the computer.
- Practice, practice, practice! Do a dry run of your presentation with your colleagues.
- Do not read your slides during your presentation.
- Be ready to answer questions

LIGHTNING PRESENTATIONS

- Lightning presentations are quick and fun presentations designed to relay a key message.
- Lightning presentations are timed and limited to 5 minutes.
- In lightning presentations slides are set to advance automatically. You can structure your Lightning presentations in three ways:

| Number of slides	Transition speed	Comment
20	15 seconds	Use this type of lightning presentation when you want to narrate your story. Each slide should have only a few words or short sentences. Use pictures and graphs to convey important findings and messages. We recommend 1 chart, picture or photo per slide. To help you craft your presentation, watch Stephanie Evergreen's guidance on how to prepare this type of presentation here.
10	30 seconds	Use your slides to highlight key findings and messages in a few bullet points. This approach allows enough time for the audience to read through your main points. Limit the number of bullet points per slide to 3-4 ones in each slide. Use

Number of slides	Transition speed	Comment
		charts and photos to illustrate points.
5	60 seconds	This is a slower paced presentation. It allows the presenter to speak to each slide for about a minute. You can include more information in your slide in this format of the lightning presentation.

- To advance your slides automatically, open Microsoft PowerPoint"
  - o Click on the transitions tab, find the timing group.
  - o Uncheck the box that says advance slide On Mouse Click
  - o Check the After checkbox, and type in the time you want your slide to remain on the screen. If you have:
    - 20 slides – type in 00:15:00
    - 10 slides – type in 00:30:00
    - 5 slides – type in 01:00:00
  - o If you want the timing to apply to all slides – then select all your slides and click apply to all.

  - o Make sure you tick the Use Timings checkbox under the Slideshow tab, shown below.
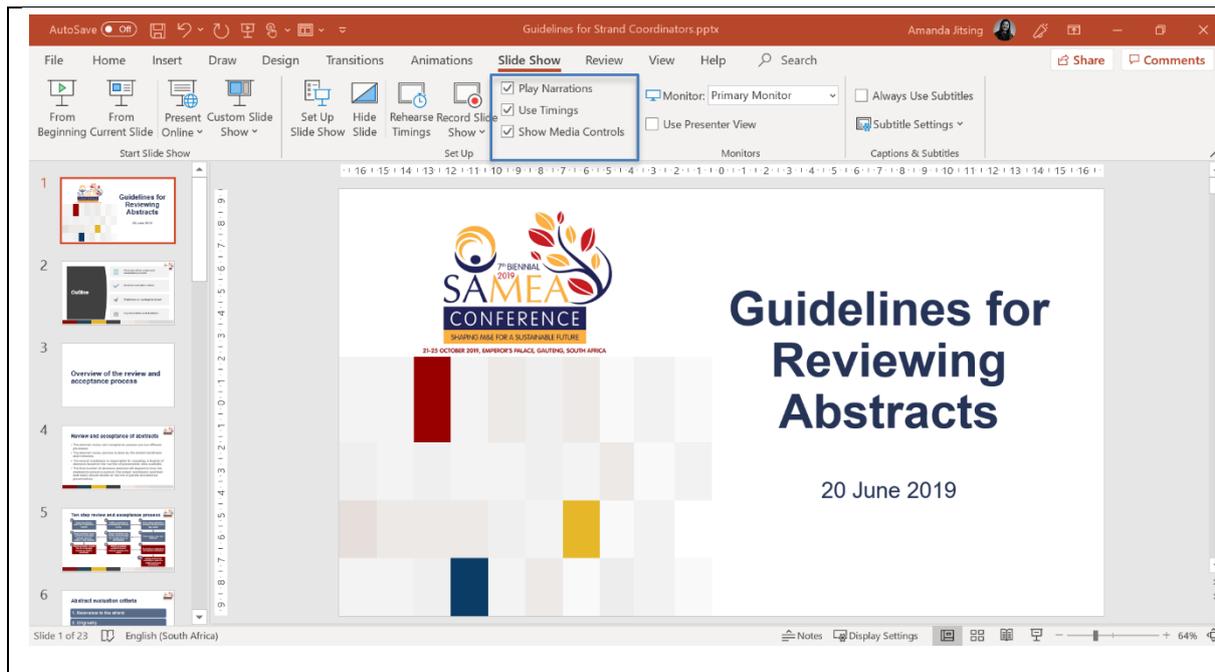
If you have any questions, contact your session chair. For any other enquiries, please contact the SAMEA secretariat at info@sameaconference.com

Good luck!

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