



SPEAKER GUIDELINES

General Speaker Guidelines and Best Practices

Start and end your session on time

Begin the session at the posted starting time. Your audience members will be appreciative. Announce the title of the event.

Be sure to cover the appropriate amount of material and end on time. If your schedule allows, please announce that you are happy to continue the conversation at the end of the session. Be sure to take that conversation outside of the meeting room so that the next session can begin on time.

Follow your presentation slides, abstract and audience level

The audience bases its expectations of your presentation on the session title and abstract. Participants will lose interest and possibly leave the session if there is a conflict between the abstract and the session content. Additionally, make sure that you cover your learning objectives as submitted to ABCT.

The Audience

When you know your audience and their needs, you are more likely to have a successful session.

What Do They Want?

In a nutshell...practical knowledge presented in an interactive, memorable way. Give attendees ways to become more effective professionals. They want information that can be applied or tools that can be put to use.

Introductory biography

You may want to include a short professional biography. The session moderator will use the biography for your introduction. When you prepare your biography, make sure it answers the question "why am I qualified to speak on this subject?" A good biography builds credibility. A final touch: Do not forget to include something unique or personal about yourself.

Face the Audience

Presenters lose the audience if they face the slides instead of the audience.

Spell Check Your Presentation!

Spell check the entire presentation

Do Not Crowd Your Presentation

If what you want to say does not fit on one slide, spread the text over two slides. Crowded slides are hard for the audience to read from the back of the room. Slides with more than 6 bullets should be broken into 2 slides or more.

Rehearse Your Timing

For visual presentations, a standard rule of thumb is to show 1 slide every 2 minutes. Make sure you can get through your allotted time without rushing.

Audio recording

To ensure the quality of the audio recording please remember to:

- Speak into the microphone at all times, no matter the size of the room or audience. It is important to remember this as anything not spoken into the microphone will not be recorded.
- Announce the title of the session at the beginning.
- Speak loudly
- Speak clearly
- Repeat all questions from the audience
- Try and remain steady and consistent while speaking
- Relax and be yourself! You will not even realize you are being recorded!