



Speaker Guidelines

For Electricity Transformation Canada Conference Presenters

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Introduction

Electricity Transformation Canada (ETC) is pleased to welcome you as a presenter at our upcoming event, conference or workshop.

ETC brings together energy professionals from converging sectors — wind energy, solar energy and energy storage — to network, collaborate and grow their businesses. Providing comprehensive and insightful programming that meets the needs of our stakeholders is a commitment ETC takes seriously. This guide will assist presenters by helping them:

- Learn ETC's *Presentation Policies* that must be adhered to
- Identify their audience's needs
- Structure presentation information effectively
- Speak effectively using established principles

If you are presenting at an upcoming event, please ensure you familiarize yourself with this guide and if you have any questions, ETC's team is here to help.

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Presentation Policies

ETC conference and event presentations must adhere to the highest standards for professional education. Content should be competency-based and all presenters must adhere to specific policies outlined below.

Intellectual property

ETC presenters must use their own ideas, not plagiarize content and abide by copyright laws. If substantiating information is used from another source, copyright permission may need to be obtained and appropriate attribution or credit should be noted.

Accuracy and transparency

Information presented by speakers must be accurate and credible and peer-reviewed, where applicable. Speakers must not present inaccurate or misleading information which could harm the reputation of ETC and its members.

Diversity and inclusive language

All presenters should be sensitive to gender, race, religion, age, ancestry, sexual orientation and national origin diversity. Speakers must use inclusive language that demonstrates respect for all people and cultures and be sensitive to audiences in language choices and use of anecdotes.

Appropriate language

Speakers must not use profanity or tell off-color stories.

Marketing product or services

Speaking opportunities should *not* be used to sell products or services. Additionally, presenters at ETC events must not denigrate competitors, whether implied or in fact. A speaker who wishes to market their product must purchase official exhibit space when available.

Failure to comply with ETC's Presentation Policies could result in exclusion from speaking at future ETC events.

Audience

Even though *Energy Transformation Canada 2020* is an inaugural conference, our industry partner conferences and events bring together stakeholders who are looking to learn more about the latest trends, technology and best practices. This includes:

- Business leaders, with approximately 60 per cent representing management or senior management roles
- Researchers
- Thought leaders
- Industry associations
- Indigenous community representatives
- Technicians
- Government officials and policy makers
- Regulators

Audience size

Table 1 identifies approximate numbers of attendees by event and presentation type.

Conference Type	Keynote or General Sessions	Concurrent Sessions	Workshops
Conference	Audience may range from 1000 – 1500 participants.	Audience may range from 30 to more than 500. Sessions are designed for approximately 75-150 participants.	Workshops are likely to require advance registration and audience size will be limited as specified in the published brochure.

Most attendees will have several years of professional experience in the industry. Typically *concurrent sessions* and *workshops* are presented at a more detailed and advanced level than plenary sessions.

Please keep in mind, English (or French depending on the session) may not be the first language of all attendees, so keeping language clear is always a good practice.

Audience goals

You audience will want you to:

- Present what was promoted in the conference materials
- To be interactive and memorable
- Demonstrate how theoretical information can be applied
- Involve them by asking or responding to questions or engaging in exercises or activities

Presentations

Types of presentations

A breakdown of the types of sessions is provided below.

Podium speaker/panelist

- Speaker presents alongside other presenters, either in discussion format or with slides
- Presenters sit in chairs at the front of the room
- A moderator may be present to promote themes of discussion and ask questions

Stand-alone presentation

- A speech for a set time (no other speakers)
- Speaker will have a podium, but can also move around the stage if they wish

Poster presentation

- A visual display representing interesting and innovative work and discussing ongoing research that conference attendees can read and ask questions at their leisure
- Typically located at high traffic areas to attract walk-by traffic

Sponsored Spotlight Presentation

- Presentations intended to profile tradeshow exhibitor expertise
- Typically located on tradeshow floor in a designated theatre or with seating arranged around and open space

Room set-up

Rooms typically have a podium and/or chairs for panelists and screen(s) at the front of the room. Audience members will be seated in a lecture format or at tables facing the front riser or stage. If you wish to have a different set up for smaller sessions, we will attempt to accommodate you. However, time constraints and conference logistics may limit our ability to do so.

Audio-visual equipment

All session rooms will be equipped with one screen, an LCD projector, a remote control for advancing slides, a podium with microphone, head table with table microphones and/or chairs with wireless microphones.

Most presenters choose to prepare PowerPoint presentations, although other media may also be used. As a general guideline, presentations should not have more than 15 slides.

If you are presenting a PowerPoint presentation, it must be sent in advance to conference organizers. Presentations must be in HD format. Slides will be loaded when it's time for you to present and you will be provided with a remote control to advance slides. **If your presentation changes after it is submitted, please send the revised version to the Program Organizer between 7 and 8 a.m. on the day of your presentation.**

Presentation logistics

All session speakers will be required to attend a conference call with their Session Chair and fellow speakers, if applicable. These calls allow speakers to develop and modify their presentations with input from fellow speakers and the session moderator in order to ensure a well-rounded session.

On the day of your session, locate ETC staff who will discuss how you will be introduced and ensure that your presentation's logistics run smoothly.

At the start of your presentation, you will be introduced to the audience using the biography you provided for the conference brochure. You will be advised how questions will be moderated. You will also be shown how time will be managed. For larger presentations, there is typically a clock and lights facing you that will advise you when you hit the halfway point of your allotted time and then when it's time to wrap up.

Please be considerate of the sessions and events that come before and after you. Start and end your session on time!

Presentation tips – do's and don'ts

Do's

- Know your topic and work with your session organizer or moderator to determine the scope and purpose.
- Find out how your presentation fits into the session's content and prepare a presentation that engages participants.
- Your audience will consist of attendees with a wide ranging knowledge bases. Consider your audience's knowledge level of the topic and develop content accordingly.
- Get to your presentation material quickly, don't repeat yourself and be concise—most presentations are only 20 minutes including questions from the audience.

- Use visual aids. Audiences need to see and hear information to better retain it.
- If you are using technology for your presentation, ensure you have mastered the equipment or application and its quirks.
- If you have audiovisual problems, please keep your presentation going.
- Practice your speech and rehearse with your presentation.

Don't

- Don't rely on too many jokes, personal anecdotes or descriptions of past triumphs.
- Do not forget to check your timing and ensure that you stay within your allotted timeframe.

Effective visual presentations

Slides can be an effective tool in delivering engaging presentations. Below is a list of dos and don't for your visual presentation

Do's

- Prepare an outline of what you want to say and select your most salient points for your slides.
- Plan your delivery. Do not read your talk or repeat exactly what is on the PowerPoint slide.
- Make your text simple and clear.
- Use consistent text placement, fonts and sizing.
- Use images to help the audience visualize concepts – avoid gratuitous images.

Don'ts

- Don't fill the slide with text. Aim for fewer words per slide, and have people focus on you for examples and explanations.
- Don't over-animate with transitions.
- Don't use busy backgrounds – make sure there is good contrast between the text and background and it is easily read.

Tips for delivering your presentation

- Opening and closing words should be well chosen.
- Speak from notes or an outline rather than reading word-for-word off a page.
- Speak into the microphone, so attendees can hear you. If you receive cues that people are unable to hear you, speak louder.

Moderator tips

Moderators are essential to keeping session presentations running smoothly. They are involved with preparing speakers on a panel, so they understand what is expected of them. Some important things session moderators should do include:

- Inform speakers of the date, time, and location of the presentation.

- Be precise and firm with speakers about the amount of time allocated to their presentations. It is important to remind your speakers of their time constraints, and keep the session moving at the agreed upon pace.
- Prepare the audience to listen by introducing the session, its purpose, and key learning objectives.
- Introduce all speakers. Introductions should be informative but brief, warm but professional. You can obtain speaker biographies by reviewing them within the online conference program. Gather this material ahead of time to avoid last minute glitches.
- Moderators need to determine when they will allocate time for panelist discussion, as well as audience questions. Generally, 15 minutes is allocated for discussion. Each session room will be equipped with a standing microphone for attendees to use when asking questions. It's important that the audience uses these microphones, so everyone can hear the questions and they are captured in audio recordings of the session.
- Moderators may want to prepare introductory, transitional, and closing PowerPoint slides for the session.
- Conclude a session with a short thank you to all the speakers.

Resources

ETC encourages you to explore resources that may help with developing your speech and presentation. Some resources we have found useful are provided below:

[The 3 pillars of great presentations](#) – Entrepreneur

[What it takes to give a great presentation](#) – Harvard Business Review

[How to create an awesome slide presentation](#) – Pat Flynn

Additional speaker information

Speaker Registration

When you arrive at the conference, a speaker badge and information packet will be waiting at the registration desk. **Please arrive at the desk at least 30 minutes prior to your session.**

Speaker substitution, addition or cancellation

All substitutions or additions must be approved by ETC's event staff. In the unfortunate event that you are forced to cancel your engagement, please call the contacts listed on page one immediately.

Thank you!

Speaking at an ETC event is a unique opportunity to reach a broad range of stakeholders both directly at our events, but it's also an opportunity to highlight your expertise and/or research to more than 50,000 followers in our online community. The success of our events depend on the quality of our speakers, so thank you!