



SPEAKER PRESENTATION GUIDELINES

Session Information:



**Technology &
Maintenance Council**
A Technical Council of the
American Trucking Associations



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PRESENTATION GUIDELINES

SESSION ARRIVAL TIME

Speakers should arrive 30 minutes in advance of their meeting. This will allow the meeting mechanics time to set and adjust their slides and/or videos and will give the session organizer an opportunity to go over any last minute details.

GENERAL GUIDELINES

Presentations are to be technical in nature concentrating on features and benefits for fleet members. No sales presentations are permitted. Speakers must return a registration form to the TMC office to receive meeting credentials. This form must be submitted even if the speaker plans to attend only their own session. All presentations and accompanying material must be reviewed by the session organizer and a member of the Technical Presentation Review Committee. Check with the TMC Registration Desk to schedule use of the session preview room.

COORDINATION GUIDELINES

- Presentation time guidelines are set at the discretion of the session organizer. Speakers should be courteous to other panelists and the session organizer by limiting their speech to within one minute of the allotted time.
- Authority for alteration or deletion of any presentation material rests with the session moderator and/or the Study Group Chairman.
- Speakers must provide the organizer with a brief biographical sketch that will be used to introduce them to the audience. It should include current employment information, educational and/or technical experience, industry affiliation, etc. This sketch must be presented to the moderator at the time of the session review or prior to the meeting date.
- Speakers must contact the session organizer to see if other guidelines apply to their session.

MATERIAL PREPARATION

Three copies of the speaker's presentation

should be given to the organizer at the time of the preview. One copy each will go to the session chairman, Study Group secretary, and the *TMC Trailblazer* editor. A detailed summary of the presentation will be published in the *TMC Trailblazer* following the meeting.

TMC does not distribute copies of speaker presentations without written permission. Check with your session moderator if you wish to allow TMC to distribute/post your presentation on the Council's website. Copies of the speaker's presentation should also be available as hand-outs to interested fleets as well as the press covering the session. Speakers should check with their session organizer to get a more accurate count of expected attendees for the session.

If the speaker wants to have non-sales oriented hand-out materials available, these should be placed at the speaker's table. There should be approximately 30 copies available for Task Force sessions and 150-200 for Mini-Tech or Technical Sessions. One copy must be given to the organizer at the time of the session review. *This material must not be sales oriented.*

PRESENTATIONS

Microsoft Powerpoint is TMC's standard presentation software. Alert your session moderator if you plan to use an alternative application to determine compatibility.

Company logos or trade names are allowed on the first and last slides only or at the beginning and end of a video. Avoid cluttering slides with excess data. Visuals must be legible from a distance of 100 feet—the audience should be able to read the words/type on slides.

Equipment

All audiovisual equipment needs must be requested through the session organizer 30 days in advance of the meeting. The equipment readily available includes Powerpoint projector, overhead projector (Task Force Meetings only), screen, DVD, monitor, and electronic pointers.

REMINDER: The items listed above must be requested through the session organizer in advance and will not be available if requested at the meeting site.

Slides

Legibility is the key to an effective and successful presentation. If the attendees in the rear of the room cannot read or understand the speakers' slides, their message will not be effective. Poor slides are often distracting to the audience and may cause the session to be a waste of your time and effort.

Full Members who need slides prepared for their presentation may have them prepared by contacting the session organizer or TMC staff at (703) 838-1763. A minimum lead time of 30 days is needed by companies offering this slide preparation service for Full Member presenters.

COMMERCIALISM

Since the primary focus of all TMC meetings is technical and educational, rather than sales-oriented, commercialism is prohibited from all Technical Sessions, Study Group Meetings, Task Force Meetings and Fleet Talk/Shop Talk Sessions. This includes the Question and Answer Periods during which products/services are not to be put forth from the audience as solutions to problems addressed in these sessions.

For example:

- Company logos are not allowed on all slides. Company logos are permitted on only the first and last slides of each presentation.

- Sales pitches for specific products or services are not acceptable at all.
- Testimonials from customers about a specific company's product or performance are not permitted in TMC meeting presentations. On the other hand, generalizations about types of products/services that are available are permissible.

Violation of TMC's policies regarding Commercialism may be cause for cancellation of membership, meeting attendance, and exhibit privileges as determined by the TMC Board of Directors.

A Technical Presentation Review Committee and Audio/Visual room(s) will be made available at each of TMC's General Meetings. The committee's function is to assist Technical Session Moderators and Study Group Chairmen in reviewing technical sessions and Study Group programs for content and elimination of promotional material. Any current Board member or Silver Spark Plug recipient is eligible to serve as a member of the Technical Presentation Review Committee.

During the presentation review session, the moderator or Study Group Chairman must instruct a presenter to remove questionable material from their presentation. In the event that a panelist presents the questionable material anyway during the session, the moderator or Study Group Chairman must announce following the presentation that the speaker was advised this material was not permitted and TMC strongly disapproves of this action.

MEETING CHECKLIST

- My registration and housing reservation form has been sent to TMC headquarters.
- I have made all necessary audio-visual requirements through the session organizer.
- My slides or videos do not contain company logos except on the first and last frames.
- I have provided at least three (3) copies of my presentation text to the session organizer.
- My biographical sketch has been sent to the session organizer.

Guidelines for Using Presentation Software

How one uses presentation software can make or break a session. When hardware/software problems strike, audiences will quickly lose interest. TMC has established the following guidelines to help make sure your computer presentation will be successful.

1. ***Make sure you generate your computer presentation using the latest possible version of Microsoft Powerpoint.*** (However, files made with older versions of Powerpoint may be converted to the latest version.) You may use another brand of software to generate your presentation if it allows you to save the document in a Powerpoint compatible file. (This rule ensures compatibility between presenters.)
2. ***Make sure you let your session moderator know that you're doing a computer presentation as soon as possible.*** The moderator is the "director" of the session—not just someone who introduces speakers. Some Study Groups meet one month prior to their presentation to work out any bugs before hand. If some one has been designated as the computer organizer, everyone should know who that person is. Communication—early and often—is key to a successful, professional presentation.
3. ***Coordinate with your session moderator so that all presenters can load their Powerpoint files onto a single computer.*** Having all the presentations on one computer: (1) minimizes the possibility for technical difficulties, (2) eliminates the need to "sync" each laptop to the house projection system, and (3) eliminates the need for costly switching equipment (and A/V personnel) to service several laptops simultaneously. All Powerpoint presentations should be consolidated during your session preview during the meeting. (If you're using a Mac, you may not be able to consolidate your file with a Windows-based PC. Use your own laptop in this case.) Also be sure the hardware is fast enough to run the software: You — and your audience— don't want long pauses between screens.
TIP: Have a backup computer ready to go just in case disaster strikes!
4. ***Meet with hotel/convention center A/V personnel at least one day before your session to make sure the laptop is compatible with the house projection system.*** The laptop must be "sync'ed"—this usually takes about 10-20 minutes. Be sure to bring any special cables, if necessary. Be sure the hotel A/V folks meet your resolution and sound requirements, too. A good time to do this is during the mandatory A/V preview session.
5. ***Make sure fonts and point sizes are legible from 100 feet away from the screen.*** Helvetica and Times New Roman are good standards to use. Safe sizes range from 24-44 point.
6. ***Don't use video and audio clips for the sake of novelty.*** The bells and whistles should enhance—not detract—from your presentation. Bringing in text one line at a time can help focus attention on the information being addressed. But resist the temptation to animate the text from the side, etc., as the audience can't read it while it's moving, and its distracting.
7. ***Avoid transitions between slides.*** Usually, when you finish one slide, you're done with the information. The audience is ready for the next piece. A transition between slides breaks the flow of your interaction with the audience and diverts attention away from the message.
8. ***Give all your slides—the "So what?" test.*** Slides support a presenter—they don't replace the audience's personal interaction with the presenter. If the slides don't have a clear point—toss 'em.