GUIDELINES FOR MAKING PRESENTATIONS AT AES CONFERENCES
(Updated February 2024)

In order that both speakers and audience gain the maximum benefit from the limited time available in conference sessions, presenters may find the following guidelines useful. They are a checklist and should be interpreted flexibly given the variety of session formats in the conference.

- Check out the *venue* where you will be speaking before your presentation and ensure that if you are using PowerPoint it is working before the session begins.

- The Chair will *introduce* you, but you may wish to say a few more words about yourself and any co-researchers on the project being presented.

- The *time available* for presentations varies among sessions but remember that audience attention can be subject to diminishing returns, so plan your presentation to deal with all your material without rushing and missing important points at the end.

- Most presenters use *PowerPoint*, but you should limit the number of slides (one per 2 minutes of presentation time works well), do not overload the material on each slide, and avoid detailed statistical tables and graphics visible only from the front row. As a slide show, combinations of yellow, blue, red, white, and black work well, but red, green, and brown together do not. Include relevant e-mail and website addresses. Bring a back-up disc, USB and paper copy of the slides for those interested.

- **State clearly but succinctly the *objectives* of the paper or project - why it was undertaken and the value-added (e.g. to develop or test methodologies, to provide empirical evidence through case studies etc.).**

- Concentrate on the *main points* of the paper – avoid long introductions, background and context setting with which your audience is likely to be familiar and maybe addressed by other papers in the session – and focus on what essential elements you want the audience to retain from your presentation.

- Allow enough time to give a summary of the main *conclusions* and for audience participation. Respect the Chair's need to ensure fair time allocation for other presenters in the session. It is useful to let the audience know the areas on which you would like the audience to react and provide feedback.

- *Speak* clearly – for many participants English is not their mother tongue.

- The occasional use of *anecdotes* can illuminate the presentation and engage the attention of the audience, but exercise caution with jokes and idiomatic expressions that may not be understood or appreciated.

- Bear in mind that the audience is likely to represent a wide range of *expertise* – not all will be fellow experts, so try to be as inclusive as possible.