CARSP Conference 2022
Slide-Deck Information, Guidelines and Speaking Tips

(Adapted from the Transportation Research Board's
Audiovisual guidelines, with their permission)

We truly appreciate your willingness to deliver a presentation at the annual CARSP Conference! The following is information about your presentation length, the review process, and lastly some guidelines for developing your presentation, and speaking tips.

A.   Presentation Length and Review Process

You will be given 15 minutes to present your slideshow and an additional 5 minutes for questions. If you have chosen the slide-deck only option (i.e. you are not submitting a paper), we ask that you submit your presentation to info@carsp.ca by May 23, 2022. If you are submitting a paper, we ask that you submit your presentation by May 30, 2022. The reason for the different deadlines is that content for the slide-deck only submission is being reviewed for the first time since a paper was not submitted. Feedback is provided and the author is then asked to resubmit their presentation. While the slide-decks of authors submitting a paper are also reviewed, generally speaking the changes required are less significant, and thus require less time to do, and then re-submit.

If the file size is too large to email, to reduce the file size, we suggest that you convert it to an Adobe Acrobat file. If this isn't possible or desirable, we suggest that you use the free online program called www.WeTransfer.com to transfer your file to info@carsp.ca.

B.   Slide-deck Presentation Guidelines

The following information is provided to help ensure that your presentation will be a success. Presentation software such as PowerPoint can enhance technical presentations. But using all the fancy bells and whistles that come with your software doesn't guarantee success.

1.   *Choose an Appropriate Background*

Choose a background and graphics that are consistent with your message, and then use them consistently. Many of the templates available in presentation software programs are not appropriate for business or technical presentations. Using too many different backgrounds is distracting and detracts from your Message.

2.   *Use Appropriate Transition Methods*

Match transitions to your subject matter and your audience. Transitions are the affects you create for moving from one slide to the next. Slides can be revealed with a variety of effects such as "flying" text in from any direction, dissolving from one slide to another, or fading out and in. Effects such as dissolving, wiping right, and box in/out are safe to use with a conservative audience. Blinds and checkerboard effects may be used in less formal situations. Flying graphics in from the top should be avoided as this can be too distracting to the audience.

Please have all of your content present on each slide prior to presenting the content on that slide. Bringing content in step-wise on one slide is distracting, and the audience will likely want to see all the content at once.

3.   *Make Them Legible*

No matter how much time and money you've put into the production of your visual aids, it's wasted if your audience can't read them. If it's important enough to be a visual, it's important enough to be legible. No one in your audience will complain if the lettering is too big; all should if it's too small. You should never have to say "I know you can't see this, but ...." Please respect your audience by using quality visual aids or they may leave your presentation.

To ensure that your visual aids will be legible:

- Use 24-point type for lettering done in ALL CAPITALS and 32-point for lettering in Capitals and Lowercase
- Use a sans serif typeface such as Helvetica, Arial, or Universal.

4.   Keep Them Simple

Visual aids used in a presentation must be twice as simple and four times as bold as those used in a written report. The emphasis should be on the details:

- Round off numbers; cut decimal places.
- Use a scale along either the horizontal or vertical axis of a graph, bar chart, or column chart instead of numbers at the ends of the bars or columns.
- Substitute symbols for words-$ is better than "dollars"; % is better than "percent."
- Abbreviate where possible without creating confusion.
- Delete footnotes; introduce the information as part of what you say if it's important enough to mention.
- Omit sources; leave them for the written paper.
- Omit lines that detract: avoid underlines, excessive grid rulings, unnecessary outlines, and company logos.

5.   Use Text Visuals Sparingly

Avoid using text visuals as cue cards or crutches for what you're going to say. Put that text in the notes you'll refer to as you speak. Use very short text visuals only to structure a complex concept or to emphasize groups of ideas, such as 3 conclusions, 4 recommendations, and 5 next steps.

6.   Don't Crowd Your Slides

Err on the side of more slides with less on each slide. Keep in mind that it takes the same amount of time to speak through six ideas on one slide as it does to speak through one idea on each of six slides. Besides, making your audience look at the same slide while you speak through the six points does not make for visual excitement.

7.   Use Color with Purpose, Not as a Decoration

Examples:
- To emphasize a trend line, a component, a row of data, a title;
- To identify a recurring theme throughout the presentation (display related data in the same color);
- To distinguish actual from projected, one trend from another;
- To symbolize the meaning of a word ("losses" in red, "Go" in green);
- Use contrasting colors – dark lettering on a light background is most readable. Avoid pastels and red or green lettering;
- Strong visual contrast is critical – many people have trouble distinguishing between closely related colors (for example, approximately 7 percent of the male population either cannot distinguish red from green, or see red and green differently);
- Too many colors in a single visual will reduce contrast and legibility. Generally, use no more than four colors in a single visual.

8.   Avoid the Use of Embedded Videos and Hyperlinks (i.e. to the internet)

We've all experienced it. The video doesn't work or the internet connection is down. CARSP will not be responsible for the use of these, thus we ask that you omit them from your presentation.

C.   Speaking Tips

1.   Talk to Your Audience, Don't Read Them a Paper

Think of this as a communication with your audience, rather than a presentation to the audience. Spend more time with the audience than with your paper: make eye contact with people around the room. Speak clearly and avoid monotone. Let your confidence, conviction, and enthusiasm show.

2.   Be Natural, Not Perfect

Don't be afraid to make mistakes, to say the wrong thing at the wrong time, to forget an important point, or to have no answer for a question. Mistakes are unavoidable; suffering is optional. Better to be your comfortable best self than try to be perfect.

3.   Rehearse, Rehearse, Rehearse

Rehearse before the presentation—during it is too late. Time your presentation to keep within your allotted time! Help the presiding officer, yourself, and your audience by sticking to your allotted speaking time (generally 20 minutes-15 for presentation, 5 for questions).

4.   Encourage Questions

Be glad your audience is asking questions; it shows they're paying attention.

- Be patient and listen to the question without stepping on the questioner's words.
- Pause before responding; don't rush your answer. Make the questioner feel that the question was important enough for you to think about an answer.
- Repeat the question into the microphone so that everyone in the room knows what it is.
- Answer only the question that's been asked—no more and no less.
- Make eye contact with others in the room, not only the person who asked the question.

5.   Seek Feedback

Ask for feedback on your visual aids and presentation style from the session moderator, committee members, audiovisual technician, or CARSP staff.

6.   Humor

Humor can be an effective tool for establishing rapport with your audience or making a point. Humor can do more harm than good, however, if it offends or denigrates others. Any joke you tell should be in good taste and appropriate for the topic. Your presentation should be remembered for the information it conveys, rather than for the jokes it contains.

If you have any questions, please contact Brenda Suggett at info@carsp.ca. Thank-you!