PRESENTER TIPS

Your Audience
The American Alliance of Museums annual meeting is the largest cultural meeting of its kind attracting over nearly 5,000 attendees from every state in the U.S. and over 50 countries abroad. Your audience represents a broad cross section of the museum profession who work in every type of museum--zoos, children's museums, art museums, historic houses and museums, science centers, and in a wide range of functional areas (CEOs, registrars, curators, educators, exhibit designers) etc.   Service providers to the museum community will also be in attendance.

Attendee Expectations
Attendees come to the conference primarily to learn from content experts in the field as well as each other. They are intellectually curious and value diversity of thinking and openness to new ideas. Our attendees expect to:

- Develop professionally and personally
- Develop new skills/competencies by experiencing techniques and learning to use them
- Make connections with peers that encourage future contact/sharing
- Interact with presenters and be encouraged to engage in the dialogue
- Hear real stories and "candid" discussion about what works and what doesn't

Handouts
AAM recommends that all outlines and handouts be formatted in the following manner:
- Paper size: 8 1/2 by 11 inches
- Font type: easy to read, such as Times New Roman, Helvetica, or Arial
- Type size: 14-point size recommended
- Cover sheet: Please include the session title, date, time, and the presenter's name. The cover sheet can be on the presenter's official stationery; however no museum, commercial, or consultant logos should appear on the additional handout pages.
- Page layout: Don't overcrowd the page; use double spacing if needed. Allow adequate space for note taking.
- Contact Information: Include contact information for the presenter(s).

Presenters who choose not to upload their handouts will be responsible for reproducing them for distribution at their session. AAM does not reproduce handouts for sessions. A business center on-site at the Convention Center can handle your photocopying needs. If you do not want to make photocopies on-site, bring them with you or ship them to yourself at your hotel – we recommend at least 200 copies.

Oral Presentation Tips

Presenting information to large audiences requires skill & planning. Here are some simple guidelines:

- Keep your audience in mind as you prepare and deliver your presentation.
- Place the microphone properly. If you can't be heard, the audience cannot learn what you have come to teach!
- Be sure to speak loudly and clearly into the microphone.
- Identify the objectives of your presentation and communicate these objectives to your audience.
- Face the audience, not the slides or graphics you are showing.
- Try to establish eye contact with members of your audience in various areas of the room.
- **Do not** read your presentation *verbatim* from your notes or slides.
- Allow time for Question and Answer (Q& A). Repeat or re-phrase questions during Q&A - this involves the entire audience in the process, not just you and the questioner.
- Make sure you are comfortable with the equipment you will be using.
- Moderators should introduce each presenter and the session presenter should re-introduce him/herself at the start of his/her presentation.

Audiovisual (A/V) Recommendations

- Ensure that your visual aids enhance the session content. Use A/V only if it aids the comprehension of the subject matter.
- Allow enough time for people to read each slide during the presentation; maintain a consistent time flow for progressing through each slide
- If you are using materials in the session that are not your original work (graphs, pictures, charts, etc.) you *must* cite the original source of the material.
- Text for slides, overheads, and PowerPoint should have **no more than five lines of copy per page**, a 30-point (or greater) font size, and a font that's easy to read (e.g., Helvetica). Everyone attending the session must be able to read A/V information easily from the back of meeting rooms which in many cases seat at least 300 attendees.
- Avoid printing text over patterned or distracting backgrounds.
- Remember that you may only have 15 minutes between sessions to set-up your session.
- Devise a contingency plan in the event that A/V glitches occur during the session.

All computers will be networked in meeting rooms. Consequently, presenters with PowerPoint presentations must check in at *The Presenter Prep Room* at least one day prior to their session. At this time you will confirm your arrival, deliver the latest version of your presentation (if we don't already have it) and be given the opportunity to review your presentation. **Presentation review is a critical part of the process because you may experience compatibility issues when moving your presentation onto conference computers**.