

# Tips & tricks for presenters at ccNSO Meetings

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People from around the world come to ICANN meetings and attend ccNSO sessions: we exchange information, discuss hot topics and share ideas. To make this experience as rewarding as possible, the ccNSO Meetings Programme Committee (MPC) has developed some basic tips and tricks on how to make a good presentation even more effective.

We would be grateful if you could take some time to read through the material and consider the advice.

## 1. Presentation topic

- Choose your main idea wisely. As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, and not what you can tell them.
- Select 2 to 4 key points. This will help you and your audience to stay focused. The important thing is to keep your main message focused and brief.

## 2. Slides

Your slide deck will be pre-loaded in the AdobeConnect room ahead of the meeting. AdobeConnect is the tool used at ICANN meetings to display the slides for in-room participants, allowing remote participants to attend as well.

### IMPORTANT:

*A timely delivery of your slide deck, in the correct format,  
is fundamental to make the meeting a success.*

The ccNSO Secretariat is available to assist you regarding any questions you might have about the format or display of the presentation slides.

### LAYOUT & FORMAT

- Keep the layout of your slide deck simple. You risk distracting the audience from your presentation and a correct display in the AdobeConnect room might not be guaranteed.
- Avoid using animations and slide transitions, since a correct display cannot be guaranteed.
- Avoid using lots of text and try to use visuals instead. The slides are meant to remind you of the key points of your message, not to describe them in detail. Recommendations for visuals: Photos, diagrams, drawings, graphs, etc. Keep them simple, so people can easily understand what you mean.
- Present one idea or topic per slide. This will help the audience to stay focused.
- Highlight only what is important and use colors wisely. Too many colors can distract the audience.

- Avoid ill-contrasting backgrounds. Light backgrounds or even plain white is easier to read.
- Use arial as preferred font. This displays best in the Adobe Connect room.
- Use a font size over 24. Smaller fonts are hard to read.
- Kindly send the ccNSO Secretariat a .pdf version of your slide deck AND the original (for instance in .ppt). The ccNSO Secretariat would appreciate to have both versions to make the broadcast in the room a success.

### **TIMING & DELIVERY DEADLINE**

Please make sure to send your slide deck on time to the ccNSO Secretariat, ahead of the deadline. Late submissions might not be taken into consideration.

- The time spent on a slide should average between 1 to 3 minutes. Less than 1 minute is too fast for people to digest the information. If you have 15 minutes to present, your slide deck should ideally have max. 12 slides.
- Prepare your slides well ahead of the meeting. This will allow you to rehearse and to estimate the time it will take you to deliver your key message.

### **3. Presenting**

Presenters can either take a seat at the head table or use a roving microphone while standing or walking around. Typically, all presenters to a session sit at the head table for the entire duration of the session. The session chair takes a seat at the head table as well or uses the roving microphone.

- It is important that you adhere to the time slot assigned. The ccNSO Secretariat and/or the session chair can give you information on how time has been allocated to your presentation, and to Q&A. The session chair will keep track of time and will let you know when your time is about to end.
- Speak loud and clear and do not speak too fast. Most people in the audience are not native English speakers.
- Look at the audience. Try to make eye contact with people in the room. Otherwise, you will be perceived as only talking to yourself. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.
- Involve your audience. Being asked to participate in a presentation makes your audience more interested and engaged. Simple questions and asking the audience to respond via a show of hands (or the “temperature-of-the-room” cards) can reinvigorate a distracted audience. Having audience interaction makes your presentation more interesting and easier on everyone.
- Do not read your slides aloud. There is no need, if you are familiar with the flow and content of your talk. Rephrase and expand points you want to make.
- Use your voice. Speaking with intonation will capture the attention of the audience.
- Use pauses. It will be easier to follow you and you will have a chance to catch your breath
- Be enthusiastic. Let your passion shine through, and the audience will respond.
- Rehearse. It helps you to feel less nervous and will help you to communicate your key message.
- Remember to allow time for Questions & Answers. Do not forget that there are remote participants as well, who might have questions at the end. Staff will read out loud questions remote participants may have.