Engaging your audience: guidelines for presenters

**Preparation**

If applicable, discuss with your team who will talk about which part of the presentation. Having different speakers can help to keep your presentation engaging.

Designate who is in charge of presenting the slides, and assign any other relevant roles. We’re asking the presenters to send us their slides as soon as possible: we’ll advance them for you during the meeting.

Remember that not everyone has English as a first language. When presenting:

* Use plain language and keep your sentences short
* If your story is complex, repeat important points to give people the opportunity to catch up
* Keep the use of acronyms to a minimum, and always spell them out in full and explain them if necessary the first time you use them

[Slido](https://www.sli.do/) comments may come in for your session in advance. You can review and incorporate ideas and comments in your presentation up to the last minute, if you wish.

**Starting your presentation**

Set expectations:

* Announce who will be the presenters (if others in your team will co-present with you)
* Give a short overview of the main points you will discuss
* Remind participants of the Q&A options via Slido and the event code and the session option
* Tell them that you’ll be able to take questions at the end via Slido, time permitting

**Engage with our audience**

Set the tone: be friendly, clear and not overly formal.

Demonstrate your passion! If you’re invested in what you’re presenting, the audience will engage better with you.

Ask questions: we’re using [Slido](https://www.sli.do/)for all interactions during the meeting. You can create polls in advance to be shared during the presentation to understand the audience’s opinions on the content you are sharing.

Don’t forget those outside of the meeting too! Feel free to share any interesting insights you learned on Twitter by using the hashtag #R4L2020 to keep our broader audience up to speed as well.

**Slides**

Participants will follow the presentation using different devices: try to design your slides to work well even on a smaller screen.

* Use the Research4Life template
* Be consistent with colors: in the template you’ll find the Research4Life brand colors
* Keep your slides simple
* Aim for a nice balance between text and visual elements like photographs and illustrations
* Practice no more than 4 by 4 rule when possible, 4 bullets with 4 words on each slide, or alternatively: aim for a maximum of around 30 words per slide
* Specialty fonts are hard to read: use Open Sans when possible
* Start the presentation with an opening slide, followed by an outline of presentation, the subject material and a conclusion or summary

Anticipate:

* Think about what you will do if the presenters has technical problems on the day (bandwidth, microphone, speaker, etc.). Will you have a designated backup?
* Consider what you might do to shorten your timeslot if there are problems in earlier sessions that cause things to run over.