



INTERNATIONAL BRIDGE CONFERENCE®

The Engineers' Society of Western Pennsylvania

337 Fourth Avenue, Pittsburgh, PA 15222

Phone: (412) 261-0710

Fax: (412) 261-1606

E-mail: c.stellfox@eswp.com

Audio Visual Equipment and Guideline Summary for Authors

Congratulations on being a Presenting Author at the International Bridge Conference®. To ensure that your presentation is a success, we have prepared a brief list of ideas that will help you with both the design of your visual aids and your personal delivery skills. Additional details can be found in "Creating a Good Presentation". Please review this information now, we promise you that the members of your audience will be most grateful. **And don't forget to review the equipment list on the last page!**

The virtue of visuals is that they demonstrate relationships, emphasize ideas, and clarify structure more quickly and clearly than doing without them. If the visuals you're thinking of using meet these criteria, then here are ideas for making sure they work.

Make Them Legible

Keep this thought in mind - if it's important enough to be a visual, it's important enough to be legible. No audience has ever complained that the lettering is too big. Here are simple ways to ensure that your visual aids will be seen:

* **FONT**

Use a sans serif font such as **Arial** or **Universal** instead of a serif typeface like **Times**. Sans serif fonts are easier to read.

* **SIZE**

Use 24-point type for **ALL CAPITALS** and 32-point for

Capitals and Lowercase. Print your slide on paper and measure the text. For 8-½ x 11 paper, the letters should be no smaller than 0.22 inches.

* **COLOR**

Use contrasting colors. For example, yellow or white lettering against a black, deep blue or green background. Too many colors in a single visual will reduce contrast and legibility.

Keep Them Simple

Visuals used in a presentation should be twice as simple and four times as bold. Use the follow tips to reduce the verbiage of your slides:

- * Round off numbers; cut decimal places.
- * Substitute symbols for words: \$ for “dollars”, % for “percentage of”.
- * Abbreviate where possible.
- * Put text you plan on saying in your notes, not on the screen. For example, if you plan on saying “Recommendations for surface preparation to provide improved performance of coating systems”, your slide should state “Recommend improvement steps”.
- * It is better to have multiple slides with less on each slide than one slide with too much text.

Rehearse, Rehearse, Rehearse

Talk to your audience - don't read them a paper. Let your confidence, conviction and enthusiasm show through, after all you know more about what you're talking about or you wouldn't be there in the first place.

Rehearse the first time alone, preferably with a tape recorder so you can listen to what you're saying. Rehearse a second, third, fourth and fifth time in front of colleagues who will be constructive with their suggestions. Rehearse a final time in front of a video camera so you can see yourself from the audience's point of view.

*Note This **

Time yourself. The Conference Schedule is very full and you will help your Session Chair, yourself and your audience by not exceeding your 25 minutes.

Encourage Questions

Be glad your audience is asking questions; it shows that they're paying attention! By following a few simple steps, you will make the Q&A session pleasurable and informative for all audience members (even those in the back!).

- * Listen to the complete question. Then repeat the question into the microphone. This will help ensure that you've understood the question correctly and that all audience members have heard the question as well.
- * Pause before answering. This will both give you time to compose your answer as well as make the questioner feel that their question was important enough for you to think about the answer.
- * Answer only the question that's been asked - no more and no less.



INTERNATIONAL BRIDGE CONFERENCE®

The Engineers' Society of Western Pennsylvania

337 Fourth Avenue, Pittsburgh, PA 15222

Phone: (412) 261-0710

Fax: (412) 261-1606

E-mail: c.stellfox@eswp.com

Presenting Authors Name: _____

Paper Number: _____ Day of Presentation (*please circle*): Monday Tuesday Wednesday

Equipment For Technical Sessions

For your convenience, the IBC has a list of standard presentation equipment that will be provided in each Technical Session Room. Please consult the list below to ensure that the projection equipment you need will be available.

* What will be waiting for you in the Session Room without your asking

- LCD Projection System (1024 x 768 resolution)
- Screen, Lectern with microphone, Laser Pointer & Timer
- Audio Visual Technician

* What will NOT be available

- Overhead Projector
- Slide Projector
- Hand held, wireless microphone
- A second Projection System or second Screen
- Blackboards, flip charts and/or easels

You must pre-submit your electronic presentation no later than May 18, 2012