

# Speaker Guidelines

On behalf of Educate Plus, I extend our sincere appreciation to you for accepting our invitation to speak at our International Conference **6-9 September 2021** at the Adelaide Convention Centre.

To assist with your planning and preparation, we are pleased to provide the following information for your reference.



## Contents

1. Your audience .....	2
2. Preparing yourself.....	2
3. Approaching the subject matter.....	3
4. Sticking to the time schedule.....	3
5. Useful tips – What makes a great presentation .....	4
6. Should I use slides? .....	4
7. Slides submission .....	5
8. AV Equipment & Internet access .....	5
9. Handouts.....	5
10. Document sharing.....	6
11. Social media.....	6
12. Speaker agreement.....	6
13. Registration.....	6

## 1. Your audience

Educate Plus is a forward-thinking not-for-profit organisation committed to serving, supporting and assisting professionals in the pursuit of Educational Advancement. Our members can be found in the following sectors: Independent schools and colleges, universities and vocational training institutes.

Members roles encompass:

- + Admissions
- + Fundraising
- + Leadership
- + Alumni, Community Relations, Events
- + Marketing & Communications

## 2. Preparing yourself

- Develop a well-constructed presentation that develops/discusses aspects around your keymessage.
- Determine which level or experience your presentation is designed for and ensure it delivers on that.
- Practice, practice, practice – Your audience will switch off if you read your notes!
- Try to build a rapport with your audience.
- As this is an adult learning exercise, try to be interesting, entertaining and interactive.
- Please do not use blue humour or criticise or comment on other institutions (unless with prior approval)
- Try to include at least three key take ways that delegates can trial or implement.
- If you are part of a panel, please connect with your fellow presenters to discuss your topic and the flow of the overall presentation. This will assist in avoiding repetition and omissions. Avoid long drawn out responses.

### 3. Approaching the subject matter

The most successful and popular presentations are the “nuts and bolts” sessions providing advice and tips that can be taken away and immediately applied with success back at work. Plan to get to the point of your presentation quickly (especially if you are part of a panel presentation or a session that includes significant audience interaction) and allow yourself time to cover the important key points.

You’re more than welcome to mention what you do and describe the businesses that you are in, but you must avoid pitching your product or services. It's a fine line between shameless self- promotion and wholesome self-reporting so, as a rule of thumb, if it feels like an advertisement, it probably is.

### 4. Session scheduling

Please report to the registration desk upon arrival. We recommend that you arrive at the venue at least one hour prior to your session so you can check your presentation and ensure you are familiar with the venue.

Your presentation time allocation is 50 minutes. This will include:

- Couple of minutes introduction
- 40 minutes presentation
- 10 minutes question time

Your session chair will remind you of your time limit and will signal as the end of the session approaches.

Please also note, there is only a five minute break between sessions and delegates will need to leave promptly to attend their next chosen session.

## 5. Useful tips – What makes a great presentation

- Like a good magazine article, good presentations are memorable and motivating. They bring the audience to the point where they want to take action: Let's implement this idea at work!
- Great presentations contain minimal information. Any information that's not 100 percent relevant is stripped away. When preparing and delivering your session, remember to use simple language that is clear and direct. Avoid cliché and unnecessary jargon.
- Great presentations aren't just a list of facts. Great presentations contain stories, or even better, are stories! Unlike facts, stories speak to the heart and take the audience through an emotional journey that creates a reason to decide right here, right now.



## 6. Should I use slides?

Slides can be helpful for the audience, but they are by no means necessary or relevant to every presentation. Ask yourself: Would my slides help and clarify information for the audience, or would they distract and confuse them?

When using slides:

- Keep your visuals clean and simple
- Avoid too much data or small fonts – just present key points that you can speak to
- Prepare your slides in PowerPoint using wide screen format with a ratio of 16:9
- Capture the audience's attention visually. Pictures set the image, your voice tells what would have been in the bulletpoints
- With any imagery please ensure it is high resolution and that there are no copyright restrictions on its use
- Let us know in advance if you are using embedded videos, as we will need to have audio set-up for this.

## 7. Slide/Presentation submission

If using slides, please submit your slide deck by **Friday 20 August 2021** using the prescribed Educate Plus branded slides found [here](#). Note: You are welcome to add your logo to the slides in the bottom left or right-hand corners. A PDF version of your presentation is required by us prior to the commencement of the conference.



## 8. AV Equipment & Internet access

All sessions will be set up with theatre style seating unless on prior (approved) request.

Equipment in each session room will include:

- Laptop (Windows) with sound and Wi-Fi access (if you wish to use Mac please supply your own laptop and connectors)
- Lectern with microphone and or handheld
- Slide clicker

If you intend to use a Mac, require audio set-up for videos or have any additional AV requirements please email us by **Friday 20 August 2021**.

## 9. Handouts

Educate Plus audiences love to learn and we suggest that providing handouts to supplement or summarise your presentation would be most appreciated by your audience.

These may be distributed during the session (placed on chairs by presenter or distributed by presenter after the session).

Printing should be done by the speaker or sent to Educate Plus in advance for prior printing (**handouts for printing by Educate Plus will not be received after Friday 20 August 2021**).

## 10. Document sharing

All presentations will be shared with the delegates after the conference on the members only resources page on our website. If you do not wish your presentation to be published, please let us know.



## 11. Social media

Wanting to share content and generate excitement prior to your presentation? Please make use of our social media platforms to reach Conference delegates: [#EPAdelaide2020](#)

## 13. Registration

We encourage you to attend the conference to interact with our delegates beyond your session. Please note that we ask all speakers to register for the conference unless they are only attending the session/sessions at which they are presenting. More information can be found [here](#).

Please note that if you are only attending the session/sessions at which you are speaking, you are not required to register for the conference.

## 14. Speaker Agreement

Please also review and sign the speaker agreement found online [here](#). The agreement asks for your bio and photograph as well as additional information regarding your session. This information will be printed in the program and potentially used for marketing purposes of, and circulated at, the conference.

Thank you in anticipation of your contribution. We look forward to receiving your details and to meeting you at the Conference.

With kind regards,

*Tina Fleming*

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