

ASHRAE Speakers Manual

Preparation of Visual Aids

1. The first step in preparing your visual aids is to establish the overall organization. If you are presenting a paper (e.g., a technical paper, or a conference paper) then your organization will normally follow the paper. If your talk is not based on a paper (e.g., seminar, session) then the following standard formats similar to preparing a paper are recommended.
2. Commercialism should be avoided in any visual. The ASHRAE rules forbid commercialism, and the presentation will be reviewed by the Conferences and Expositions Committee, who will recommend changes if required.
3. Your first visual should be an introduction with the following information:
 - a. Title of Presentation
 - b. Name and Affiliation

(Note: Based on the ASHRAE commercialization policy this is the only slide where any reference to any company or organization may be made)

4. The second visual should be the Learning Objectives for your presentation and the AIA disclaimer statement, if the session has been approved for AIA Learning Units and NY PDHs. Your session chair or ASHRAE staff will know if the session has been approved by AIA.
5. The third visual can be an acknowledgement slide. This is required for presentations that are based on the presenter's paper. The co-authors should be acknowledged and the title of the paper and number should be included.
6. The next visual should be an outline (similar to a Table of Contents in a book). This visual should tell the audience where you are going and gives them a feel for the overall organization.
7. A visual, which may be useful, is one that presents the Objectives and Scope of the study being presented. However it is possible that this information may be incorporated into the first two visuals.
8. The body of your presentation (less the Conclusions and Summary) is the method of the analysis, experiments, or design and results of the study. This format is based on the presentation of an engineering or technical topic, however other

talks/presentations may not fit in this format. The following hints and techniques will enhance this part of your presentation.

- a. Put your major points in a visual text with each page consisting of no more than six major points with each being less than ten words (note: these are rough guidelines). Avoid complete sentences since you do not want the audience to read each word. A criterion for the speaker to follow which provides guidance for text visuals is two-fold.
 - i. If you were making up notes to follow as you give your talk (so that you don't lose your way or so you make sure you don't skip material), how would your notes look? In other words show your audience these notes in a visual.
 - ii. Without speaking a word, would a member of the audience understand your talk by just looking at your visual aids?
 - b. Do not overload each visual with too many equations or data. The result may be that there is no room for text, or that too much time is spent discussing one visual (you lose your audience if you do not present them with a new visual in a timely manner). Another result is that too much information on a visual may confuse the audience by overloading them. A solution to the above problems is to divide the information (e.g., equations or data) into several visuals.
 - c. Make sure that the details in schematics, figures and tables can be read and seen by all members of the anticipated audience. If labels and numbers are too small or bold enough they appear as blurs to the audience. While you are presenting schematics, figures, and tables, thoroughly explain the contents of these visuals to the audience. In words, do not expect the audience to look at these visuals and have instant understanding. Consider making up text visuals which state the major points associated with each schematic, figure, and table.
9. The next to last visual is the Conclusion (or Summary). No talk should be without one. Of special importance, limit information that is contained in this visual by emphasizing the major points of your talk (as before, do not use complete sentences and do follow rules of less than six major points with each point having less than ten words). Also, remember that the Conclusion should have no new information but rather be a capsulation of information from the main body of your presentation.
10. If the presentation cites other works, a Bibliography slide can be included here.

11. The last visual is a “Questions” slide. You may include your email address on this slide but not any other contact information or company (affiliation) information or logos.

Presenting Your Talk at the ASHRAE Conference

1. Rehearse your presentation in order to improve and solidify your delivery. Of special importance, make sure your rehearsed delivery fits within the time allotted for your talk, (e.g., 12-15 minutes) ensuring that you allow at least 3-5 minutes for questions. It helps to practice your delivery in front of a friend or colleague (or mirror).
2. If you have prepared your visual aids properly, then the use of notes will be minimized because every major point will be laid out as text in your visual aids. Using this approach, both you and your audience can follow the presentation without getting lost. Please remember that members of the audience are split between those that are more adept at following visual cues and those more adept at following audible cues so direct your presentation at both groups.
3. Prior to your talk, you will meet with your session chair and other speakers for the following purpose.
 - a. Review introduction information with session chair.
 - b. Discuss presentation coordination with session chair and other presenters
4. Get to the room early to check out the following items.
 - a. Microphone operation and location (i.e. is it fixed or must be attached to the speaker).
 - b. Computer and video projector operation and location.
 - c. Lighting levels and control location. All visual aids will require proper dimming for easy viewing. Normally, the room monitor will handle this, however double checking on your part is important.
 - d. Speaker sitting arrangements and introduction procedures. Communicate with your session chair to see how they would like the sitting and introductions to be organized.
5. As you present your first visual aid with introductory material (title, authors, acknowledgements, etc.) and start your talk, you should take several steps to insure that the rest of your presentation is a success.

- a. Make eye contact with your audience (hold it through your talk).
 - b. Establish a well poised and professional posture and presence.
 - c. Check your voice clarity, inflection, level, speed and projection, (accounting for the microphone and the audience location in the back of the room).
6. Enhance your talk by thanking the person that introduces you (e.g., chairperson), especially if your background information and your achievements have been highlighted. The end of your talk is enhanced by stating that your talk is concluded and by thanking the audience for their attention. At this time, you can either solicit questions from the audience or turn the question and answer period over to the session chair.
 7. At the end of your talk, there will be a question and answer period. While preparing your talk, anticipate possible questions and practice your answers. Listen to the questions carefully, even to the point of repeating the question to the audience to ensure you heard and understand it. Avoid long and drawn out answers. In other words, don't over explain. Treat your questioner with respect and avoid unpleasant confrontations in front of the audience. Do not be afraid to admit to weakness in your study or areas that need more work.