FMI

THE VOICE OF FOOD RETAIL

Feeding Families Enriching Lives

SUCCESSFUL PRESENTATATIONS

Tips and Tricks for Conference Presenters

Successful Presentations
Mastering The Cadmium Conference Harvester

In order to streamline the process of managing speakers and presentations, FMI uses an online tool called ***Conference Harvester*** to track tasks and deadlines, secure speaker permissions, share information and provided a trusted space for presentation uploads. You will be logging into the ***Conference Harvester*** system through a secure website, using your email address and personalized Access Key, which will be sent to you when your session is confirmed.

Please pay close attention to the deadlines specified in your speaker confirmation and complete all tasks by the date due. Conference Harvester is an automated system, so if you do not complete the task, you will continue to be reminded about it until you do! Even if you don't think that a task applies to you, please complete it so that we don't bother you with repetitive requests. For example, complete the accommodation task even if you are not planning to stay at the official hotel and are making your own arrangements.

The tasks that you are requested to complete vary. You may be asked to complete all or some of the following tasks:

Speaker Contact Information

You may include the name and email address of an assistant so that he/she is copied on your email and may complete tasks for you.

Biography

Please keep this short - 250 words or less! Your biography may appear on the conference website or in the conference directory and may be edited for clarity and length. Review our guidelines on creating a bio here.

Session Description (if not already provided)

Give an overview of the session content and what the learning outcomes are. Adjust your title if necessary and be creative! Your session description and title may be edited and will used for marketing purposes. Please refer to it often when creating content to make sure that you are delivering what is promised in the marketing collateral. You can view tips on creating an effective session description here.

Learning Objectives

Submit 1-3 learning objectives for your session and explain what the attendee will be able to do differently after the session.

Photograph Upload

If you do not wish to have a photo included in the onsite directory or do not have a suitable photo, please tick the “nothing to upload” box. Please do not send photos to program managers.

Antitrust Statement

This is mandatory and must be agreed to by speakers before they can present

Speaker Policy Agreement

This is mandatory and must be agreed to by speakers before they can present. If you do not agree with any of the statements you may add comments to explain. If you have any questions or concerns about the content of the agreement, please discuss this with the program manager.

Permission to Post

If you agree, we may post your presentation on the conference website in pdf format or reproduce it in a workbook. The presentation may also be videotaped or photographed. If you do not agree to parts of the statement, there is a section for you to add comments. If you have any issues or concerns, please contact the program manager before signing this agreement.

W-9 Download

A W-9 is only required if you are being paid an honorarium. You can *download* the form here. Honorarium income will be reported on an IRS 1099 miscellaneous income form.

W-9 Upload

A W-9 is only required if you are being paid an honorarium. You can *upload* the completed form here.

Review of Audio Visual Set

Please review the standard audio visual set and contact the program manager if you have any special requirements. Please make sure to inform us if you are using sound or video in your presentation or require access to the internet.

Audience Polling and Q&A

Presenters are encouraged to stimulate audience interaction by incorporating live polling into their presentation. FMI will make this available through an online polling and Q&A app. If you are interested in using polling questions and the Q&A feature with live feedback, please check the box.

Hotel Accommodations

Generally, speakers are responsible for making their own hotel arrangements at the official conference hotel. Please complete this task to indicate that you have made your reservations. Unless otherwise agreed to in writing, FMI does not reimburse speakers for hotel accommodations. If FMI has agreed to pay for your hotel accommodations, please enter in your arrival and departure date. If you wish to stay longer than the agreed upon number of nights, you can enter your credit card here to cover the additional nights.

Travel Reimbursement Form

Download the form here if you are being reimbursed for travel expenses. Unless agreed to in writing, FMI generally <u>does not</u> reimburse speakers for travel expenses.

PowerPoint Template Download

Please download and use the official PowerPoint Template to ensure consistency in the presentations.

Presentation Upload

Please DO NOT send your presentation to the program manager via email. ALL presentations must be uploaded via the Conference Harvester. If you are not using a slide presentation, please tick the "I have nothing to upload" box, so that we do not continue to chase you! If you are part of a panel and another speaker is uploading a presentation, please click the "I have nothing to upload" box.

Registration

Unless otherwise agreed upon in writing, speakers should register themselves for the conference and select the special speaker rate (if applicable). Please accomplish this task to indicate that you have completed the registration process.

Disclosure Agreement

This is only required if your session qualifies for continuing education credits for pharmacists.

Successful Presentations
Speaker Pre-Event Checklist

Preparation

☐ Do you know your audience? Is your content targeted towards them?

☐ Have you established learning objectives for this session? Do you know what participants should be able to do or know at the end of it?

☐ Does your presentation have structure? Do you present a problem and a solution?

☐ Is your content relatable to the audience's professional or personal life? Have you included case studies to show the practical application of your ideas?

☐ Is your presentation attendee-centric? Does it consider the needs of the audience?

☐ Does your presentation provide actionable takeaways?

☐ Is your presentation free from commercial bias?

☐ Are you willing to share your slides/handouts with the audience? Have you responded to the "Permission to Post" task?

☐ Have you completed all tasks in the "Conference Harvester (FMI's Speaker Management System?"

☐ Have you booked your hotel accommodations (where applicable)?

☐ Have you registered for the conference (where applicable)?

Presentation Design

☐ Have you confirmed with FMI the format of the PowerPoint for this conference? Is it widescreen (16:9 aspect ratio) or standard (4:3)?

☐ Are you using your presentation as a way to visualize ideas, create points and impress participants rather than as a prompter or handout?

☐ Is your presentation simple with minimal text and more images?

☐ Are you using photos rather than out-of-date clipart?

☐ Can the participant read your presentation without having to squint? Is the text large enough to read (minimum 24 point font)? Is the text color readable from the back of the room? Is the font you're using consistent throughout?

☐ Have you excluded complicated graphs and charts from your presentation and created a separate handout instead?

☐ Do you have the appropriate number of slides for the length of your session (Rule of thumb is 1 slide per minute)?

☐ Do you have the appropriate amount of content?

☐ Is your presentation free of errors (grammar, spelling etc.)

☐ Does your content match the session description? Are you delivering the advertised learning outcomes?

☐ Do you have supplemental resources for attendees that you'd like to upload to the mobile app?

Delivering Your Presentation

☐ Have you rehearsed your presentation? Have you practiced delivering your speech while walking rather than standing in one spot?

☐ Can you deliver the content and present the slides within the time allotted for this session without feeling rushed at the end?

☐ Do you have a compelling start to your presentation that will grab the audience's attention and help you connect with them?

☐ Have you considered how you're going to engage and interact with the audience? Are you using a polling or Q&A app?

☐ Have you scheduled a mic check to make sure that the level of your voice is appropriate?

☐ Do you have a back-up copy of your presentation on a USB drive?

☐ Have you informed the program manager if your presentation requires sound or internet access?

☐ Have you received instruction on how the polling or Q&A works? Are you moderating your own Q&A?

Successful Presentations
Conference Logistics

The following information provides a general guide on conference logistics for FMI's conference portfolio. Please check with your program manager for logistics specific to your event. Please visit our Speaker Resource page for additional useful tips to help you in your role as an FMI conference Speaker.

Attire

Attire is generally business casual, however, please consult your program manager to clarify the dress code for your specific event.

Conference Harvester

In order to streamline the process of managing speakers and presentations, FMI uses an online tool called **Conference Harvester** to track tasks and deadlines, secure speaker permissions, share information and provided a trusted space for presentation uploads. You will be logging into the **Conference Harvester** system through a secure website, using your email address and personalized Access Key, which will be sent to you when your session is confirmed.

Bios and headshots

A short bio and headshot is requested of all Speakers to post on the conference website and in the mobile app. Please upload this to the **Conference Harvester**. Please do not upload a resume or a bullet point list. For tips on how to create an appropriate bio, please click here.

Speaker Policy Agreement

Speakers are required to sign an antitrust statement as well as a speaker policy agreement before they can present. If you have any questions or concerns about the content of the agreement, please discuss this with your program manager.

Hotel Accommodations

Generally, speakers are responsible for making and paying for their own hotel arrangements at the official conference hotel, unless otherwise agreed to in writing.

If FMI has agreed to pay for your hotel accommodations, this is generally charged to FMI's master hotel account on a room and tax only basis. Please communicate your arrival and departure dates and room preferences in the **Conference Harvester.**

Unless otherwise agreed upon, reimbursement for lodging will include one night's stay at the official conference hotel. There are times where a rehearsal or other conference activity may require an additional night's stay, or a Saturday-night stay-over can decrease overall expenses. This must be negotiated and confirmed with the conference manager prior to hotel reservations being made.

If you wish to stay longer than the agreed upon number of nights, you can provide your credit card to cover the additional nights. If a Speaker wishes to stay at a different hotel, this must be communicated to and agreed upon by the conference program manager.

Expenses

Unless agreed to in writing, FMI generally **does not r**eimburse Speakers for travel expenses. If your travel expenses are approved, you will receive a confirmation of what is covered in your Speaker confirmation letter.

To submit a request for reimbursement, please download a copy of the FMI Speaker reimbursement policies and expense report document from the **Conference Harvester.**

All requests for reimbursement/payment must be submitted to the conference program manager within 30 DAYS of the close of the conference. Requests for reimbursement made after this date may not be honored.

- TAX IDENTIFICATION NUMBER: All Speakers receiving a fee must provide their Federal tax ID# and submit a signed W9 form to FMI. Failure to do so may result in backup withholding being applied to certain payments at the rate of 28%, in accordance with IRS regulations. Speakers who are not receiving an honorarium, but who are requesting expense reimbursement may also requested to submit a signed W9.

- ORIGINAL RECEIPTS must be provided for any expenditure over $20.

- AIRFARE: Reimbursement for round-trip airfare will include fares up to coach class, but lowest logical airfares prevail. FMI does not pay for upgrades or first-class travel unless agreed to in writing. FMI urges you to book your ticket prior to three weeks before your travel if possible to avoid the high costs of last-minute fares.

- MILEAGE: Reimbursement for business use of personal automobiles will be made at the rate published by the IRS every year. The cost of associated tolls and parking is reimbursable. Use of a personal vehicle to out-of-town locations (in lieu of flying) requires prior approval by FMI and shall not exceed the cost of the average coach airfare to that location.

- CAR RENTALS: The rental of automobiles is permissible only when other means of transportation are not readily available (taxis, airport buses, etc.) or when the use of such transportation would be more expensive than car rental. Approval of this expense must be obtained from the FMI conference manager in advance of the trip.

- PERSONAL CHARGES: FMI does not reimburse for phone calls, movies, mini-bar refreshments, health club use or other personal charges on hotel bills.

Conference Calls

Conference calls are usually conducted approximately 2-4 weeks prior to the conference to review session content with the program manager and planning committee members. Conference calls may also be conducted shortly after the speaker is confirmed to discuss session content and delivery methods and answer any questions the speaker may have.

Presentations

Please upload all presentations, files and handouts to the **Conference Harvester**. Do not send your presentation directly to the program manager by email. Your conference manager will set a target date for you to upload your presentation.

Please bring a copy of your presentation on a USB drive along with any media files (even if they are embedded into your slide deck).

Please review our presentation and audio visual tips on our Speaker Resource page

Permission to Post and Record

If you agree, FMI may post your presentation on the conference website in pdf format or reproduce it in a workbook. You will be asked to sign a *Permission to Post* agreement on the **Conference Harvester** site. You may decline to share your presentation, but we encourage you to share your information freely with attendees.

The presentation may also be videotaped or photographed. Please consult your program manager to find out if this is the case and discuss any issues or concerns with regards to sharing your work.

Sessions are also sometimes recorded for archival purposes, in which case, the recorded files are not distributed nor sold for commercial gain. If you want your archived presentation to be destroyed, please contact your program manager.

Mobile App

Each conference makes use of a mobile app that houses information on speakers, sessions, activities, exhibitors and attendees and provides a live feed to the conference Twitter hashtag. Often the mobile app replaces the onsite directory. Your bio and headshot will be uploaded to the app, so please make sure to submit that early. Attendees are also able to download a copy of the presentation (if permission has been granted) as well as supporting materials provided by the speaker.

Handouts

Handouts, if desired, will be uploaded to the conference app and the conference website. We do not provide printed copies.

Audience Polling and Q&A

FMI offers LIVE in-session polling and audience Q&A at most events. We encourage you to make use of these features in order to promote audience engagement. The audience Q&A tool is very popular at our events. It allows participants to enter questions through the mobile app to be answered by the presenters. The live polling tool allows you to poll your audience and, if desired, display results during the session. Both of these tools can be excellent ways to engage the participants. If you are interested in using audience polling, indicate this in **Conference Harvester** and work with your program manager to implement this option. Learn more about technology tools for audience engagement here.

Social Media

Speakers are encouraged to amplify the impact of their content and engage in meaningful dialog about their topic using social media both before and during the event. To assist you in doing so, we've provided some resources and best practices for using social media as a marketing and engagement tool. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try!

Registration

Unless agreed to in writing, Speakers are responsible for registering and paying to attend the conference at which they are speaking. You will be notified as to whether you need to register yourself in the Speaker confirmation letter.

Rehearsals

Speakers are strongly encouraged to make use of rehearsal times prior to the session. This will allow you to do a sound check as well get familiar with the room set up and stage. Rehearsal times will be communicated by your program manager.

Delayed Arrival or Cancellation

In the event that your arrival at the location is delayed or there is an emergency that prevents you from participating in the event, please inform the program manager immediately. He/She will provide his/her mobile number for this purpose.

Evaluations

An online evaluation of the conference, program and speakers is sent to conference attendees immediately after the conference. Speakers and sessions are rated on a scale of 1-5 (poor – very good) and compared in an evaluation summary with other speakers. The results are provided to all speakers within approximately 4-6 weeks.

Successful Presentations
Writing a Speaker Bio

A speaker bio is used to introduce the speaker prior to his/her presentation and also as a promotional tool. It is intended to be a brief summary of your credentials, education and career experience that is relevant to your presentation. It is not meant to be a complete resume. Your bio will be posted to the conference mobile app and may also be posted on the event website or in an onsite directory. Please follow these guidelines when crafting your bio.

1. Keep it short and concise – no more than 100 words. Bios that are too lengthy will be edited by FMI, who will determine what information to keep and what to cut. Make sure you retain the most important information by keeping it brief in the first place.

2. State your current position, area of responsibility and prior work experience that is relevant to your topic. If your organization is not generally well-known, you can briefly explain what your current company does; do not write a company sales pitch.

3. Include your academic qualifications and certifications if relevant to the topic. For example, if you are speaking to a financial audience, your Certified Public Accountant (CPA) qualification would be relevant.

4. Mention books or articles that you have published if relevant to the topic and audience.

5. There is no need to list hobbies or personal data (such as the name of your spouse and where you live) unless relevant to the topic and audience.

6. The bio should be in paragraph form; do not submit a list of bullet points or a complete resume. The speaker is responsible for pulling out the most pertinent facts.

7. Use your entire name at the beginning, then switch to first name only.

Speaker bio example:

Jane Smith is Vice President of Food Safety and Compliance at Joanne's Treats, a bakery and snack processing plant in Wilmington, DE, where she oversees the Safe Quality Food (SQF) Program and the development and execution of compliance programs for the company's suppliers. Previously, Jane served as Director of Food Safety and Quality at the Florida Juice Company. Jane has more than 30 years of food safety experience and is a sought-after industry speaker. Among her many accolades is the SQF Quality Achievement Award, which recognizes excellence in food safety and quality management. Jane holds a bachelor's degree in Food Science and a Master's degree in Microbiology and is a certified SQF Practitioner.

Successful Presentations
Crafting a Compelling Session Description

A well-crafted session description can be the deciding factor in whether a potential attendee registers for a conference and participates in a particular education session. A dull session description can lead potential participants to believe that the session itself will be equally as dull. So, you need to make a good, first impression. Here's how:

1. Start with a session title that grabs the attention of a potential participant and will get them to read the session description. Summarize in 10 words or less what the participant will learn and benefit from knowing by attending. Make sure that the session title is relevant to the content and not just flashy marketing speak.

2. Identify the learning objectives, namely what the participant should know or be able to do at the end of the session; make sure that the objectives are realistic and measurable.

3. Focus on the needs of the participant and helping them to solve a problem, overcome a challenge, gain knowledge or improve their skills. Don't focus on yourself and what you want the participant to know you know; address the "what's in it for me" benefits for the participant. Connect with the audience at an emotional level and show that you understand what they want and need to know.

4. Don't overcrowd your session description with too much background information; identify 3-5 main points that you want the participant to remember.

5. Don't use acronyms in your session title. In the description, define an acronym when it is first referenced; avoid jargon.

6. Keep it short! It should be no more than 3-5 sentences and less than 75 words in length. FMI reserves the right to edit session descriptions for length and clarity.

7. Make sure that the content that you present matches the session description. Participants will be extremely frustrated if they feel they have wasted their time attending a session that does not deliver what was promised in the description.

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Successful Presentations
Getting Your Message Across With Great Content

- **Know Your Target Audience**
  - Ask your conference program manager who will be in audience before you build your presentation. You should know at what level participants are in their organization, what types of problems keep them up at night and how the information, technologies, tools or approach you are sharing will help solve them.
  - Remember that, while our organization is called "The Food Marketing Institute," we represent all food retail functions, not just marketing!

- **Establish Learning Objectives**
  - Establishing the learning objectives of your session will help you structure the rest of your presentation. Recognize what participants should know or be able to do at the end of the session. The learning objectives should be measurable and achievable.

- **Craft a Compelling Session Description**
  - A well-crafted session description can be the deciding factor in whether conference participants attend your session. A dull session description can lead potential participants to believe that the session itself will be equally as dull.
    - Think of a relevant, intriguing session title that will grab the attention of the target audience and get them to read further.
    - Outline realistic and measurable learning objectives that will show that they'll take home knowledge and skills that they can take action on.
    - Describe a problem or challenge that the attendee may be facing and how this session will help solve it.
    - Focus on the needs of the attendees and address the "what's in it for me" benefits.
    - Explain who the intended audience is.
    - Make the session description short – no more than 3-4 sentences.

- **Start Strong**
  - Make a good first impression and set the tone by grabbing the audience's attention. Ask a question, make a bold statement, state a shocking statistic or play an interesting and relevant video.

- Explain who you are to establish your credibility and illustrate why participants should listen to you. That doesn't mean listing your credentials, rather explaining why they need to know what you're going to tell them and why your content is relevant to them. Remember, the session is about them and not you!

- **Connect With The Audience**
  - Always remember to be attendee-centric and focus on what the participant will get out of your session, rather than what you want them to know.
  - Don't get caught up in the back-story, research methods, etc. Most attendees just want to know what something means to them and how they can use it.
  - Address a problem or challenge that the attendee may be facing, provide a solution to that problem or challenge and explain your reasoning behind it. Make sure that attendees understand how they can apply your solution to practical situations.
  - Case studies and storytelling are powerful ways to explain an idea, a concept or a practical application of your theory. It's much easier for attendees to understand your concepts if you relate them to their own experiences.
  - Think of yourself as a facilitator, a flexible resource for the group, rather than as a purveyor of knowledge.

- **Reiterate the Key Takeaways**
  - At the end of the presentation, summarize the key points you're trying to get across, reiterate the takeaways and provide a call to action. Help the attendee walk away with a realistic plan to apply what they've learned to their own situation.

- **Don't Make it a Sales Pitch**
  - Avoid any commercialization in your presentation. Attendees will look poorly upon any presentation that comes across as a thinly disguised sales pitch.

- **Match Content to Session Description**
  - Make sure that what's promised in the session description is delivered in your presentation. There's nothing more annoying for an attendee than to sit through an hour-long presentation that doesn't deliver on the advertised learning outcomes.

- **Have Your Content Peer-Reviewed**
  - Your program manager will arrange a conference call for you to review your content with members of the conference planning committee. This is an opportunity for them to give feedback and for you to make sure that that your session will meet its intended goals.

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Successful Presentations
PowerPoint Design Tips
(or How to Prevent "Death by PowerPoint")

- [ ] Remember PowerPoint is a visual aid to reinforce and underline your message. PowerPoint is **not** a handout, reference sheet or teleprompter.
- [ ] Don't make your slide deck the primary focus of your presentation; your message and connection with the audience is.
- [ ] Simplicity is key; avoid clutter and keep the design simple.
- [ ] Avoid complicated graphs and bar charts; these belong in your handout.
- [ ] The font size should be at minimum 24 point and the font type should be consistent throughout. The easiest fonts to read are sans serif such as Arial, Helvetica or Calibri; use decorative fonts only for slide headers.
- [ ] Use a dark font color on a light background where possible and avoid yellow or grey. If using a dark background, use a light font and increase the font size.
- [ ] Avoid centering your text; align it either right or left
- [ ] There's no need for complete sentences and paragraphs belong in your script not on your slides; attendees should focus on you and not be reading chunks of text.
- [ ] Use imagery instead of text and photographs instead of out-of-date clip art (remember to check images for copyright protection).
- [ ] Don't use animation or flashy slide transitions; they take the focus away from the presenter.
- [ ] Check for grammar and spelling mistakes.
- [ ] Check the aspect ratio of the screen in the room in which you are presenting and design your presentation accordingly; a slide deck created in 4:3 ratio will look different on a 16:9 screen and vice versa.
- [ ] Don't read from your slides.
- [ ] Control the flow of information; reveal bullet points one by one to allow you and the audience to focus on one point at a time
- [ ] Prepare a handout if you want the audience to take home more background information, references or notes from your presentation.

Successful Presentations

Can You Hear Me Now? Audio Visual Tips and Tricks

Sound Check

Allow time for a sound check with the audio visual technicians. Arrive early to your presentation location and take the time to walk to the stage, test the mic and click through your slides. You can use this time to check where the speakers are located and how the audience will be arranged in the room. Walk through a few bits of your presentation or just your introduction using the mic so you'll hear how you sound as you change your inflection and move to address the audience. This will give the sound engineer a chance to make adjustments to match your personal style.

Microphones

The correct positioning of your microphone, whether handheld, podium or lavalier is key to producing good sound.

If you're using a handheld microphone, you should be no more than about two widths of the hand from the mic. If you speak too close to the microphone, the audio will be boomy and the audience may hear popping sounds. If you're too far from the microphone, the level of your voice pickup will be too low, so, you'll pick up more room sound and increase the chances of feedback.

When using a lavalier mic, the way in which you move your head can impact sound quality, so make sure that you turn your shoulders rather than your head. If you use your hands for emphasis, make sure that you don't unintentionally knock the microphone with your arm movements. The best place to pin a lavalier mic is in the center of your chest, clipped to your tie or shirt. Positioning the mic center-chest ensures your voice is projected directly towards it so you pick up the fullest sound. For women, this can be a little trickier, so you might want to consider wearing an outfit that day that will make it easier for the audio technician to clip on the microphone. If you can, wear fabrics made of natural fibers such as cotton, wool or blends. Synthetic materials, such as rayon and silk can cause rustling noises or static electricity.

If you are using a podium mic, be sure it's positioned at the best height for you. This is especially important to consider if you are one of several speakers. Gauge the adjustment needed to the mic before your presentation and be sure to make the change when it's your turn to speak

Regardless of which type of microphone you use, keep your distance from the loudspeaker, so that you don't cause feedback and that all-too-familiar screeching sound.

Technical Issues

Even the best-planned event can, on occasion, encounter an unplanned minor technical issue during a presentation or panel discussion. In these situations, the best thing you can do is to ignore the mishap or glitch and continue with your presentation as if nothing happened. This way, you'll quickly regain the audience's attention. If the situation continues and you can't continue to ignore it or, obviously, if it's major in nature (such as a power outage or equipment failure), the key is to act professionally by acknowledging what has happened and thanking the audio technicians for addressing the issue. Don't become flustered or react negatively. And it's best not to tell jokes and poke fun at the situation, because you'll also divert the audiences' attention.

Presentations

Your final presentation should be uploaded to the Conference Harvester; do not email it directly to the program manager. Bring a backup of your presentation on a USB drive, however do not play it directly from the USB drive; it should be transferred to the presentation computer to prevent issues such as the USB drive falling out. If your presentation contains proprietary information, ask the audio technicians to delete the file immediately after your session.

Make sure that you confirm the aspect ratio of the screen that will be used in the session room and that your slides conform to it so that you avoid stretched images or cut off text. Walk to the back of the room and make sure that your slides can be read by participants sitting there.

Let your program manager know in advance if your presentation requires an internet connection or sound. It's better to download media files and embed them into the slides rather than stream them over the internet, since the internet connection speed cannot be guaranteed. Sound should play through the speakers in the room to be effective, not just the computer itself. This usually requires advance notice to the education manager so that sound can be wired into the computer.

If you created your PowerPoint slide deck using Mac make sure that you test your slides on a PC to make sure that transitions and media files work properly. If you created your slide deck using *Keynote*, let your program manager know that you will need a Mac to present or that you are bringing your own Mac.

Using Media Files

Make sure to let your program manager know in advance if your presentation contains music, videos or hyperlinks. Test them on the laptop provided by the audio visual company to make sure they are compatible. Video and audio files should be embedded into the PowerPoint file and you should bring a backup copy of the files on a USB drive. You can also upload the media and audio files separately to the Conference Harvester. Bring video files in more than one file format; a .mov file may not play in PowerPoint and a .wmv files isn't compatible with a Mac. Check the supported files types for the various versions of PowerPoint (2010, 2011 or 2013) on the Microsoft website.

Successful Presentations
Engaging Your Audience

Remember, your presentation is about the audience and what they will learn and be able to do differently. Learning is not a passive activity; today's audiences are more experience-driven than ever and connecting with participants on a personal level is crucial to making sure that your ideas and concepts stick. To help promote audience interaction, FMI will provide two easy-to-use audience response technology tools that will grab the attention of today's tech-dependent audience and encourage interaction. In addition, we'll provide engagement ideas that don't involve technology.

Live Polling

Using a live polling app, speakers can keep an audience interested and engaged by asking them to respond to questions or vote on a topic. It's also a great way to gauge which way participants' interests skew or test whether you're getting your message across effectively. Here's how it works:

A link to the polling questions is embedded into the session description on the conference mobile app. Attendees click on this to access the polls.

The presenter launches a slide with a multiple choice question on it, along with possible answers. Participants then use their mobile devices to answer the question and the results are displayed live on the presenter's screen and in the participant's device. The answers can be displayed as a pie chart or a bar graph. In addition to multiple choice questions, the presenter can also pose open-ended questions or ask for one word answers that can be displayed as a word cloud.

The polling app can also be used PRIOR to the session, if the presenter wants to gather information about the audience for use during the presentation. The resulting graphics (pie chart, bar graph, list or word cloud) can then be used in the presenter's slide deck or displayed live on the screen.

At the end of the session, the speaker can download the responses to use in follow up materials.

Your conference manager will provide support in setting up and explain the polling process.

Digital Q&A

Our digital Q&A app provides session participants with the ability to pose anonymous questions through their mobile device. This allows even the shyest of attendees to participate in the session, without feeling intimidated. The Q&A app also allows speakers and moderators to gauge the interests and understanding of the audience and how much time they should leave for questions.

Typically, sessions that use the digital Q&A feature tend to generate more questions from the audience than ones that don't, which can alleviate that awkward moment at the end of the presentation when the speaker asks for audience questions. Here's how it works:

A link to the Q&A function is embedded into the session description in the conference mobile app. Either before or during the session, the participant can type in a question which will appear in everyone's device and on the screen (if desired). Other participants can then upvote a question so that the most popular questions rise to the top of the list. This allows the speaker to know which questions he should answer first, which is useful if there is limited Q&A time.

A third party can also moderate the questions as they are entered, which allows them to filter out inappropriate questions or comments so that they don't appear in the participant's device or on the screen.

The speaker or moderator can also enter answers manually, so that the attendee has a record of them. FMI can also distribute the answers to the attendees after the conference ends.

Your conference program manager will provide support in setting up and explaining the Q&A app.

Additional Audience Engagement Tips

Don't speak for more than 10 minutes without engaging the audience.

The most obvious way to get participants to engage with you is simply to tell them to. Let them know that you want the session to be interactive and that you expect them to be responsive.

Although less effective, polling the audience can be done without the use of technology using a simple show of hands.

Ask participants to divide into small groups to discuss a concept for a few minutes. They can "pair and share" by conversing with the person next to them, change seats or move to discussion areas.

Consider using props to demonstrate a product or concept or invite a volunteer onstage to do something relevant and fun. This usually works best if you pre-arrange who the volunteer will be!

Keep the conversation going! Share your Twitter hashtag with attendees and encourage them to engage in discussion about your topic before, during and after the conference. See our speaker resource page for more information on using social media for event content marketing and audience interaction. Where practical, make yourself available for questions after the session.

THE VOICE OF FOOD RETAIL

Feeding Families Enriching Lives

Successful Presentations
Effective Public Speaking

After you are introduced and the moderator or your co-speaker hands things over to you, all eyes are on you. You've prepared your content, and your slides, and you are comfortable with the mic. You are ready to drive home your message with stirring delivery. Here are some guiding principles to make it memorable.

Be Passionate

Be passionate about your topic so you keep the audience's attention and inspire them to take action. Talking to an audience about something that you have a profound interest in and a deep desire to communicate to others will help illustrate your authenticity and sincerity. What you are saying will sound less-rehearsed, so you'll also come across as more natural.

Make a Connection

Creating and maintaining a connection with the audience will help set an atmosphere in participants will actively engage and be more likely to pay attention to you than to their mobile devices. Using case studies and storytelling to explain a concept is an effective way to connect with an audience.

Be Yourself

Be yourself. Don't focus on how the audience perceives you; focus instead on creating a connection with them as though you are having a casual conversation in a small group. This will help put you at ease, make your audience warm up to you and show that you are authentic and sincere. Don't try to emulate other speakers you have heard; use your own style.

Accept Mistakes

Don't worry about making a mistake or being nervous; the audience will understand. If you do make a mistake, skip over it as though it didn't happen (unless it's a major faux pas). Never apologize to the audience. Not only will they probably not notice the mistake, but apologizing brings attention to it and will distract you from the rest of your presentation.

Don’t Obsess About Delivery

Be aware of your body language, posture and gestures but don’t focus on it so much that it distracts you from your message. Stand comfortably with your hands at your sides. You can use your hands to emphasize points, but be sparing with your movements; too much can distract your audience and too little can look stiff. Maintain eye contact with individuals in the audience for 3-5 seconds. Or, if you’re talking to a larger group, engage sections of the audience for 1-3 minutes. Move around the stage rather than standing behind the podium. Let the audience see you and your enthusiasm, but be aware of the edges of the stage.

Practice Speaking Aloud

Practice your talk in front of other people or record it to know how you will sound. But don’t memorize it. If you forget words or sentences during the live event, it can throw you off balance.

When you’re on stage, take a deep breath and speak more slowly than it feels like you should. Nervous presenters often don’t realize how quickly they are talking. They just want to make sure they get the point across before it escapes. But the audience’s ears won’t keep up. Take it nice and easy. Use a conversational tone so you don’t sound like you’ve learned your speech by heart. Make sure that your voice is at the right level – not too soft and not too loud and use voice inflection and well-placed pauses.

Rehearse

Allow time for a sound check with the audio visual technicians. Arrive early to your presentation location and take the time to walk to the stage, test the mic and click through your slides. You can use this time to check where the speakers are located and how the audience will be arranged in the room. Walk through a few bits of your presentation or just your introduction using the mic so you’ll hear how you sound as you change your inflection and move to address the audience. This will give the sound engineer a chance to make adjustments to match your personal style.

Stay on Time

Don’t worry about finishing earlier than your allotted time. You can use the remaining time to answer questions or allow attendees extra white space to reflect on what they have learned.

Similarly, don’t go over your allotted time, even if there are still questions that haven’t been answered. Going over your allotted time reduces the amount of white space for the attendee and may make them miss part of the next session, which will frustrate them. Don’t undo all your hard work in delivering your session by alienating the audience.

Successful Presentations

Social Media Tips for Marketing and Engagement

Your presentation takes time and effort. We therefore encourage you to amplify the impact of your content and engage in meaningful dialog about your topic using social media both before and during the event. To assist you in doing so, we've provided some resources and best practices for using social media as a marketing and engagement tool. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try!

Connect with FMI

Before you attend the event, be sure you're following us on social media and receiving our information. Here's how:

- Follow the main handle for the event including @FMI_ORG*
- Follow us on *Instagram at @FMI_ORG*
- Like us on *Facebook*
- Connect with us on *LinkedIn*
- Subscribe to the *Voice of Food Retail Blog* or download our *FMI News App*
- Use the conference hashtag in your posts*

* Your conference manager will provide any additional handles for the event.

Once you have connected with us, help us connect with you. Be sure to share your social media handle with your FMI conference program manager so we can follow you back and help promote your conference-related posts.

Promote Your Role in the Event

Leading up to the conference, work your network and share insights into your presentation. It's a best practice to share your participation in the conference on social media and give a taste of what you will be covering. Here are some sample social media posts that you can customize. You can shorten links using a free resource called Bitly.

I'll be speaking at **#EVENTHASTAG** on **YOUR TOPIC**. RT or LIKE if you'll be there!

PROVIDE A STAT OR RESEARCH FINDING. Learn more during my session **#EVENTHASHTAG. LINK TO YOUR SESSION DESCRIPTION**

Heading to **LOCATION** for **#EVENTHASHTAG**. Here is the link to my session and what to expect: **YOUR TOPIC DETAILS LINK TO YOUR SESSION DESCRIPTION**

Include an image in your post if possible.

Provide Attendees With Your Details

Be sure to include both your Twitter handle and the program hashtag on your presentation slides. If you do not have a Twitter handle, consider including your company's handle.

The title slide and upper right corner of each slide are the best placements for your social media details so people can easily see and utilize the information.

Share on Social Media during the Event

There are a couple of best practices for sharing your session content and resources during the event:

Live Session Tweeting
A best practice to engage your session attendees is to have live tweets about your presentation go out during your session. Work with your organization's social media team to coordinate this and let your session attendees know to look for the live tweets by following your handle and the event hashtag. This is a great way to collect more followers and to get good engagement and retweets.

Resources You Mention
If you have resources as part of your presentation, we encourage you to share those on social media before, during or after your session. Again, let your session attendees know to look for these on social media. During your session, perhaps have a colleague capture a photo of your presentation for sharing on social media. You can shorten links using a free resource called Bitly.

Show Others Love
If people are posting on social media about your session, be sure to thank them afterwards on social media or respond to any of their questions and comments. Also, be sure to share highlights from other event sessions you attend using the event hashtag. Remember, a picture is worth a thousand words!