

Guidelines for presenting at ISACA-Winchester Chapter Meetings

Presenters share their knowledge and expertise and as such, you are the backbone of the Chapter meetings. Presenters need to prepare in advance, deliver content articulately and concisely, and follow-up to build knowledge networks. Please note that the guidelines below have intentionally be left broad so that they apply to all session types.

Pre-conference: As a presenter you should:

- **Participate in pre-conference discussion:** The pre-conference exchange will give you the opportunity to learn about the important aspects of the Chapter's function and CPE goals, as well as establishing the presentation session's timing and pace. It will allow you to coordinate with others who may also be presenting at the same Chapter meeting to limit overlap and respond to one-another's work.
- **Share materials:** We require that you share the notes, slides, resources, papers with the Chapter Events Committee, pre-presentation. We will post the materials you provide to a Chapter member's only section on our website.
- **Prepare handouts:** At a minimum, you should have 30-copies of an abstract of no more than 250 words for your presentation, and this should include your name and contact information, including email for follow-up so Chapter members can learn more. The abstract should contain a link to our website that will provide access to the full documents used during the presentation.
 - **Insider tip:** Outstanding presenters include as part of their handouts a) key lessons to be learned, and b) a list of resources (web links, books, people) to learn more.
- **Prepare your presentation:** Consider the time available, the audience's likely desire to ask questions, and the multiple learning styles of attendees (auditory, visual, etc.), when preparing to create a memorable and valuable presentation.
- **Identify the time allocated:** As part of the ongoing pre-presentation discussion with the Chapter Events Committee, clarify the time to be allocated to your presentation. If you are presenting alone, you will normally have 45 minutes plus 15 minutes for questions. However, if you are part of a panel, demonstration, think tank, etc., then you will need to determine among the presenters how much time is to be devoted to what content.
- **Policy on Selling:** ISACA maintains a policy against selling your product or company's services during your presentation. However, this policy does consider that your product is of interest to the audience, and is of benefit in the overall understanding of the presentation itself. Therefore, it is acceptable to present the company and its product or services in one to two slides maximum as an introduction in the beginning of your presentation.
- **Prepare slides or other visual aids:** The vast majority of presenters use a laptop and projector as part of their presentation. The room is equipped with a projector, and flip charts.
- **Number:** A rough rule of thumb is to prepare no more than one slide for every two minutes you will be presenting. This is an upper-limit. The slides are an aide, not the presentation itself.
- **Avoid acronyms, jargon, and abbreviations:** Past evaluations have clearly indicated that one frustration, in particular for new Chapter members, is the use of 'insider'

language, acronyms, and abbreviations that make it difficult to comprehend readily a presentation.

- **Contact information slide:** Prepare one slide that you can put up at the beginning and end of the presentation with your presentation title, name, and contact information. In case you do not have enough handouts, encourage attendees to write down this information for follow-up.
- **Proofread and spell-check.** Spell-check and proofread. Please.

At the session: As a presenter you should:

- **Arrive early:** Arrive at the session early and connect with an Events Committee member so that the session may start on time.
- **USB Stick:** We are in favour of using USB sticks but you should ensure any confidential information is removed prior to sharing the device with the Events Committee. You should also take due care to check the device is free from malware before and after use.
- **Give your presentation:** Stick to the pre-agreed upon time for your portion of the session (normally 45 minutes + 15 minutes for Q&A) to ensure that everyone has the opportunity to present and interact with the audience.
- **Respond to questions:** Whether you take questions during your presentation or at the end, you should be prepared to respond to inquiries. Be aware of the limited time in the session and offer concise responses, noting - when appropriate - that you may be able to follow-up post-session to continue the conversation.

Post-conference: After the event is over, you are likely to receive emails or calls from those who heard, or heard of, your presentation. This is an opportunity to build your professional network. Where appropriate, you may want to ask those inquiring about their work to see how it might mesh with your own in ways that could be advantageous to you both.