



ICSC Speaker's Guide to Effective Presentations

Panelist's Guide

*For a participant in a structured discussion
that is led by a moderator.*

OPPORTUNITY

Thank you for your participation as a Panelist at an upcoming ICSC program. You have been selected to serve as a speaker for an ICSC session because of your expertise, your willingness to share your knowledge with others and your expertise to present information that educates and challenges your audience.

The key to a successful panel presentation is for all parties to work closely and communicate frequently in planning and implementing the session. You are an integral member of an important team consisting of a moderator and other panelists. For optimum effectiveness you need to be aware of your responsibilities and how you interact with your team.

To help you prepare for your panel, use this guide and the Overview for all Speakers to assist you in planning and participating in a most rewarding presentation. Confirm date, time and location of the session.

- o Submit your current two paragraph bio and recent jpg photo by the deadline.
- o Schedule dates for conference calls, meetings, and on-site rehearsal.
- o Confirm your understanding of the session's goals and topics.
- o Review the session description that promotes the session.
- o Connect with, and review the bios of the other participants on the panel.
- o Gain a clear understanding of the expected composition of the audience and the approximate amount of time you will be speaking so that you can determine how much content you will need.

PLANNING YOUR PRESENTATION AND DEVELOPING THE CONTENT

- **Discuss** and confirm with the moderator the area(s) of expertise you will address.
- **Prepare** and submit to the moderator an outline of five key points, of your content, your message, and viewpoint, as well as a list of relevant questions that could be asked of you.
 - o Confirm that your content will be of interest to the diverse audience.
 - o Be committed to, and comfortable with, your views.
 - o Prepare to answer questions that are posed to you with direct, pertinent information.
 - o Offer expert opinion, advice, explanation, examples, and information to support your viewpoint.
- **Know** your role and understand others' roles to avoid duplication or conflict of material.
- **Consider** the diverse positions and views of the audience and your fellow panelists and be politically correct.
- **Practice** your talking points on your own, as well as during conference calls and at the rehearsal.

- **Participate** in conference calls with other session speakers to assure a well-constructed and cohesive presentation.
- **Stay informed**, make suggestions, and communicate any concerns early.
- **Follow** the direction of the moderator and understand the moderator's cues to stay on-topic, manage timing, shorten or expand a response, minimize lulls, and avoid interruptions of other speakers.

DAY OF THE PRESENTATION

- **Arrive** at least 15 minutes early to greet the moderator, panelists, and audience members.
- **Stop in** at the audiovisual table to test the microphone and all equipment.
- **Check** the area that you will be presenting from and make sure you are comfortable.
- **Be seated** on-time and ready to begin.
- **Stay attentive** and alert to the moderator's cues and involved in all interactions within the panel for a smooth flow of information and transitioning.
- **Speak clearly** to those you are addressing; do not look down or into a microphone.
- **Answer questions** succinctly and confidently.
- **Explain and defend** your point of view and answer any objections or questions to clarify your position.
- **If warranted, expand** on another panelist's answer in a concise and relevant manner.
- **Debate** with other panel members and even the audience is part of the intrigue of the session, but only do so respectfully and as appropriate.
- **Be considerate** of other panel members when they are speaking.
- **Be conscious** of the length of your responses as they relate to the overall time allotment of the session.
- **Relax**; keep it fun, professional, and enjoyable for the audience to watch.
- **Maintain eye contact** with the moderator, panelists, or the audience as appropriate.
- **Summarize** points and provide take-home value during your last answer.

AUDIOVISUAL MATERIALS

- **If using** PowerPoint, Prezi or other presentation tool, bring a back-up of your materials on a flash drive.
- **See the *Overview for all Speakers*** for additional details.

AUDIENCE Q & A

- **In case of a difficult question**, try to deflect the question back to the audience for their point of view or let the questioner know you will get back to them after the session.
- **Keep the answer** to the question focused on the main points you have discussed.
- **See the *Overview for all Speakers*** for additional details.

FOLLOW-UP

- **Thank** the moderator and any audience members you greet after the sessions.
- **See the *Overview for all Speakers*** for additional details.