



Association of State
Drinking Water Administrators



PRESENTERS TOOLKIT

Resources and Guidelines for Participating in ASDWA Events

www.asdwa.org/presenter-guidelines



FIRSTLY

THANK YOU

FOR PARTICIPATING!

On behalf of our members, ASDWA would like to thank you for sharing your knowledge and expertise with the drinking water community.

The following information should answer any logistical questions you might have, but please, don't hesitate to contact us. ASDWA staff are available to help ensure everyone focuses on your content, not the technology. You'll also find a collection of useful resources we've assembled - just a few tips and tricks so the audience gets the maximum benefit from your talk.

If you have any questions, comments, or concerns, feel free to contact me at aderosa@asdwa.org.

Thanks again,

Anthony DeRosa

ASDWA IT and Special Projects Manager



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ONLINE EVENT

LOGISTICS

ASDWA uses GoToWebinar to host large online events (up to 1000) and Microsoft Teams for smaller meetings (up to 350). Check with your session organizer to confirm which platform you'll use.

If you have questions or would like to request a demo of our event platforms, please contact ASDWA.



Audio/Visual Technical Contact:

Anthony DeRosa – IT and Special Projects Manager, ASDWA

Mobile: 202-696-6070 - Email: aderosa@asdwa.org

ONLINE

EVENTS CHECKLIST

PRIOR TO THE EVENT:

- ❑ **Confirm the details of your talk with your session organizer.** If you're unfamiliar with the event platform, request a demo.
- ❑ **Check your inbox!** You'll receive unique access instructions via email. For Teams events, the access links are in the calendar invitation.
- ❑ **Submit your final presentation,** along with any supporting materials and a short bio prior to the broadcast.

ON THE DAY OF YOUR SESSION:

Please Login Early:

- For Teams events, 10-minutes early. For GoToWebinar, 20-minutes early.
- ASDWA staff will provide you with an explanation of how the software and audio controls work. The early start also allows an opportunity to resolve any unexpected technical issues that may arise.
- If you are unable to login early, please let your event coordinator know in advance of the webinar.

Join the Audio:

- Panelists can use a microphone or headset attached to their computer, or dial-in by phone.
- Dial-in numbers and PINs are provided with your access instructions.

Turn on Your Camera:

- Panelists are encouraged to turn their cameras on while speaking.
- Teams supports Background Effects, so you can blur or change your background. You cannot blur your background using GoToWebinar.

Find more information and additional resources for presenters at
www.asdwa.org/presenter-guidelines



MICROSOFT TEAMS

The following guidelines will help you prepare for your session.

Event Access Instructions:

- You will receive a calendar invitation for the Teams Meeting from the session organizer that will include an access link and instructions.
- Click the link in the calendar invitation at the time of the meeting to join.
- If you're unable to use the Teams app or Teams on the web, you can dial in using the call information in the event invitation.

Prepare Your Slides:

- Slides must be in Microsoft PowerPoint and set to widescreen/landscape format [16:9 aspect ratio].
- Include a slide at the end of your presentation with your contact information, along with any important contacts related to your talk.

Sharing Your Screen:

- You will have control during your presentation. ASDWA staff will demonstrate how to share your screen/slide deck.
- Every event is unique. Check with your event coordinator to determine how presented materials will be managed.

Audience Questions and Discussion:

- Teams meetings are more fluid than webinars, so be sure to check with your event coordinator to determine how Q&A will be moderated.

Webinar Recording:

- ASDWA will record the broadcast and make it available to attendees. Please check with your event coordinator if you have questions about access and availability of post event materials.
- If you would like to include another version of your slides, additional supporting material, or do not wish to have your presented materials available in this manner, please inform your event coordinator.



GOTO WEBINAR

The following guidelines will help you prepare for your session.

Webinar Access Instructions:

- You will receive a separate email with unique access instructions to participate in the webinar as a “panelist” or “organizer” from ASDWA.
- There is no need to register as an attendee.
- Do not share your unique access link with anyone else.

Prepare Your Slides:

- Slides must be in Microsoft PowerPoint and set to widescreen/landscape format [16:9 aspect ratio].
- Use 1280x720 Resolution – in PowerPoint select Slide Show – Set Up Slide Show. In the pop-up window, chose 1280x720 from the dropdown menu under Resolution.

Sharing Your Screen:

- You will have control during your presentation. ASDWA staff will demonstrate how to share your screen/slide deck.
- Every event is unique. Check with your event coordinator to determine how presented materials will be managed.

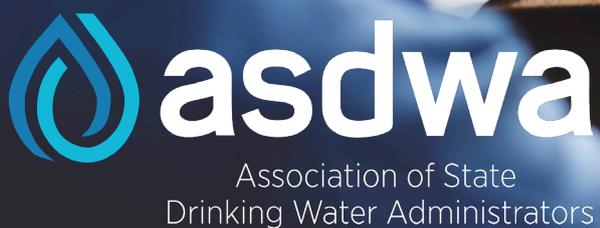
Audience Questions and Discussion:

- Attendees will submit questions via the Questions Panel.
- You will receive a report featuring any questions that were asked during the broadcast along with the contact information of the submitter.

Webinar Recording:

- ASDWA will record the broadcast and make it available to attendees and our members through our states-only video library. Some of our broadcasts are available to a broader audience. Please check with your event coordinator if you have questions about access and availability of post event materials.
- If you would like to include another version of your slides, additional supporting material, or do not wish to have your presented materials available in this manner, please inform your event coordinator.

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TIPS FOR _____

POWERPOINT

Let's face it, we know drinking water not PowerPoint. From perfecting your timing to taming the technology, use these tips to create a slide deck that reinforces your point without getting in the way of your message.

VISUALIZE

YOUR KNOWLEDGE

You've put a lot of time and thought into your content, but the visual presentation of your information is just as important! Whether you're using PowerPoint or Prezi, keep these four things in mind and you'll be ready for anything.



Apply the 7x7 RULE

Limit the number of lines on your slides to 7. Each of your lines should be limited to 7 words. Importantly, remember this is a guideline meant to enhance your presentation, not detract from your ability to communicate your point.



Embrace SIMPLICITY

Avoid complicated slide layouts and text on top of full image backgrounds. The information will be very difficult to read. Similarly, reserve the use of decorative fonts for headers or, again, when you wish to emphasize your point.



Respect USAGE RIGHTS

Use only properly licensed images in your slide deck and supporting materials. There are many methods for obtaining royalty-free images online. If you are unsure of the usage rights of an image you wish to use, skip it.



Stay ON TIME

Time yourself giving your presentation aloud. Give yourself enough time to communicate your message, but be mindful of the other panelists' time and the audience's desire to engage and ask questions.



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TIPS FOR

PRESENTERS

While some of us are naturally gifted speakers, the rest of us could use a few pointers. Whether you're in-person or coming in live via satellite, these tips will help you deepen the engagement with the audience.

COMMUNICATE YOUR MESSAGE

While a great slide can visually reinforce your point, it's how we connect with the audience to communicate our message - verbally and non-verbally - that makes for an engaging presentation.



QUESTION the Audience

Get the audience involved in what you're saying, and make them a part of the session. They may not necessarily respond each time but posing questions to the audience throughout your talk deepens engagement.



MODULATE Your Voice

Speak naturally, as though you were addressing a group of friends about a topic you're passionate about. Allow your voice to modulate - use changes in pitch and tone to emphasize key points - it will draw people into your talk.



Consider BODY LANGUAGE

Everything from eye contact to hand gestures helps you communicate your message, so be mindful of your body language. Keep your movements open and confident.



YOUR STORY Matters

What story are you trying to tell to the audience? Telling a story can help the audience focus and retain information by providing a relatable and memorable framework.



TIPS FOR

VIDEO

Lights, camera, action items! Capturing the audience's attention through a screen can seem daunting. Consider these tips for enhancing your impact on video.



CHECK YOUR LIGHTING

Make sure you're positioned with sufficient front lighting, so the audience can see your face. Natural lighting is always best, but you can achieve similar effects by adjusting some desk or floor lamps in front of you.



CHOOSE YOUR BACKGROUND

Some platforms will allow you to blur or choose custom backgrounds (Microsoft Teams), while others do not (GoToWebinar). Regardless, be mindful of what's behind you. Ensure your background is appropriate for the event.



ADJUST YOUR CAMERA

Your camera should be positioned in front of you and at eye-level. It's okay to get creative - prop your laptop up on some books or stand in front of a shoulder-height shelf. Stay close enough so people can see you, but not too close - it's weird.



USE A WIRED CONNECTION

Even if you have incredibly fast WiFi, a wired Ethernet connection will always provide the strongest and most stable connection for audio and video. If you can't use a wired connection, be sure to close any other running applications.



WHAT TO WEAR

We're in uncharted territory when it comes to appropriate business attire, however it's a good guide to consider your professional image and how you wish to present yourself in this new medium. Are hoodies the new blazer? Maybe.



HAVE SOME FUN

If nothing else, remember to have fun when you're connecting to an audience through the screen. It works the same when you're standing directly in front of them. They will respond to your energy and are more likely to retain

OTHER RESOURCES



We hope you found some helpful tips in this guide, but there's a universe of information online that can help improve your next presentation. Find more information and additional resources for presenters at www.asdwa.org/presenter-guidelines.