



INSTRUCTIONS FOR 1st CCPS APCPS ORAL PRESENTATIONS

PRESENTATION SUBMISSION

Submit your presentation to the session chair via email, as an attachment. Draft presentations are due to session chairs by August 15, 2013. All final presentations are due to your session chair by August 28, 2013. If internal company technical and/or legal reviews are required by your employer, plan accordingly and prepare your work well in advance so that you are able to meet the deadlines. It is important that presenters adhere to the above schedule. It is suggested that you also bring a copy of your presentation with you to the conference on a USB drive.

PRESENTATION FORMAT

Software/Hardware

- PowerPoint format – required for submittal of all draft presentations for review, to facilitate tracking of session chair comments (please do not submit your *draft* in PDF format)
- PowerPoint or Adobe Acrobat format – required for submittal of final presentations
- All presentations *must* be prepared using IBM-type (not Apple/Mac-type) computers and associated software to avoid formatting and other difficulties.

Layout and Font

- Landscape layout
- Format for screen presentation
- Use a sans serif font like Arial.
- Slide Titles: 36 point
- Text: 24 to 28 point
- Colors: Use high contrast between letters and background, such as white letters on a blue background, yellow letters on a blue background, white letters on a green background, black letters on a white background, etc. Avoid very bright or harsh color backgrounds like bright yellow.

Graphics, pictures, tables, and equations

- Try to limit number of curves on a graph to 2. Make each curve of high contrast to background.

- Use only a few words on graph
- Graph, table, and equation font 24 – 28 point – including axis labels, headings, markers, legends, etc.
- Avoid highly detailed drawings – summary sketches are best
- Graphs: Do not insert the Excel data that goes with the graph. Instead, insert the graph by selecting the graph and Copy – Paste Special – As Picture
- If an attendee in a large room will not be able to read and understand it, then don't use it – or extract only key information that can be projected and read.

Logos, Backgrounds, and Recurrent Images

- Do not insert the same logo or image on each slide. Instead, insert the logo into the slide master.
- With any image, insert the image with the lowest possible resolution giving acceptable on-screen appearance.
- Avoid complex backgrounds. Simple colors and shading encouraged.

CHECKLIST BEFORE SUBMITTING YOUR PRESENTATION

- ❑ Test your presentation in a large room to be sure it's legible from anywhere in the room.
- ❑ Make sure “builds” appear in the order you require. (Note that excessive use of builds and animation may slow the presentation, so plan accordingly.)
- ❑ Practice to ensure you can complete your presentation within the allotted 20 minutes. Presentations should generally consist of 20 or fewer slides. Your presentation will be much more professional if you plan ahead and cut materials if needed, rather than be cut short or have to adjust your oral presentation “on the fly”.
- ❑ Notify your session chair well in advance if it is necessary for your presentation to include audio so arrangements can be made.
- ❑ Convey any other special presentation needs to your session chair.

TECHNICAL PRESENTATIONS

Oral presentations must be prepared as high quality *technical* presentations. While there may be interest in promoting your work and/or company, it must be done in such a manner as to present the work as a technical presentation. “Promotion” of your company can be achieved through a superior presentation. Overt sales, product, or marketing pitches are not desired or permitted. Through the review process, session chairs will ensure prepared presentations are of high quality and are technical in nature. Review comments will be forwarded to and/or discussed with presenters for inclusion in the final technical presentation.

PROJECTION LAPTOP

All presentations will be projected from a single laptop used for each symposium or program “track”. This is done to maintain the professionalism and flow of oral presentation sessions. Presenters *will not* be permitted to present from their own laptop. All final presentations must be provided to your session chair by the deadline and *will be pre-loaded and tested prior to arrival at the conference venue*. Presentations will be loaded onto a second laptop as a backup.

TECHNICAL SUPPORT

If you have any questions about the format, or other concerns please first contact your session chair or co-chair.

PRESENTATION PREPARATION AND “DELIVERY”

(Excerpts from the AIChE Style Manual for Authors and Speakers)

Preparing Your Presentation

- When preparing (and giving) your presentation, think of it from the audience's point of view: What's in it for them? You might mention possible applications of your work, whether direct or indirect, especially as they relate to other papers at the meeting (and particularly those in your session). Also, remember that not all members of your audience will be familiar with the processes you're working with.
- In your introduction, emphasize why the work was done. Key results, conclusions and recommendations can go into your summary at the end.
- Optionally, you may have additional slides ready to answer likely questions or to use if time allows.
- Rehearse your presentation enough to make sure that you can finish in your allotted time of 20 minutes. There will be a short period (about 5 minutes) following your oral presentation for questions and answers. Session chairs will maintain the timing and programmed schedule to ensure coordination with other parallel presentations.

Presenting your Paper

Program time is limited; therefore, every word must count. Organizing and writing an oral presentation can be more demanding than preparing a paper for publication. The listener must keep pace with you, rather than concentrate on the written word at leisure. Your presentation should be carefully planned and each step properly coordinated with visual aids.

Use short words, active verbs, simple sentences and terms the audience can readily understand. Avoid highly specialized vocabulary and unfamiliar abbreviations. An

informal, first-person style is most effective. The following suggestions will help to ensure a successful presentation of your paper:

1. Practice ahead of time.
2. Prepare a legible text (double-spaced, well-marked cues for visuals).
3. If you will use a paper copy (for your personal reference during the presentation) number the sheets, but do not use clips or staples.
4. Have slides numbered and in proper order.
5. Coordinate your talk with your visual aids.
6. Use the microphone properly, making sure you can be heard.
7. Use simple, direct gestures to underscore important points.
8. Avoid pacing or rocking motions.
9. Train yourself to avoid filler sounds such as "uh," "ah," "ok," "you know," etc. A pause is preferable.
10. Vary your voice tone and rate of speech.
11. When answering questions:
 - Listen to and look at the person asking the question.
 - Repeat or rephrase the question to make sure everyone heard it and understood it.
 - Recognize a talkative or argumentative questioner and politely agree to handle "off line."
 - Answer briefly, and don't be afraid to say "I don't know."
 - Session chairs will assist presenters with the question and answer period.

Some Additional Information...

- Talk to your audience and not to the screen - be sure to face them whenever you're speaking. If you need to point at something on the screen, do so while facing the audience and point with your hand nearer the screen.
- You may want to consider planting a question or two with a colleague in the audience to get the Q&A started just in case.

Effective Visual Aids

A good presentation successfully combines words and illustrations to tell a complete story. Visual aids should clarify and expand upon the spoken word, not duplicate it.

Types of Visual Aids - For any visual aid, remember - keep it simple! When using visuals containing words, limit them to 5-9 words per line and 5-9 lines per visual. Simplicity of color is important also. Use color to emphasize key points, only. Too many colors can complicate a visual.

Slides – PowerPoint projected images should be readable in very large meeting rooms. At a minimum, make sure that when you hold copies of your slides at arm's length they are legible, and that when laid on the floor can be read while standing. Adhere to the font sizes indicated above (min. of 24 pt font) and there should be no problem with

readability. Light colored lettering and graphics on a dark background (white on blue, yellow on blue, white on black, etc.) are easiest for your audience to read. Avoid using a harsh/bright color for the background. Remember that color “nuances” visible on a computer screen may not be discernable when projected in a large meeting room.

Types of Illustrations:

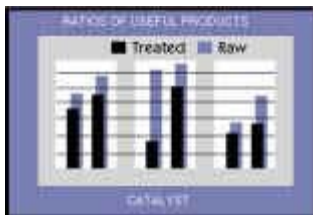
Line graphs to show trends

An effective line graph carries few words and can be quickly understood. Label the scales in units to avoid excessive zeros in the scale numerals.



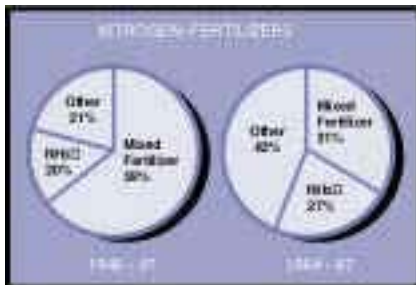
Bar graphs to compare magnitudes

An effective bar graph quickly compares magnitudes. Subdivided bars easily show component magnitudes. Distinctive hatchings and colors speedily tie together related concepts.



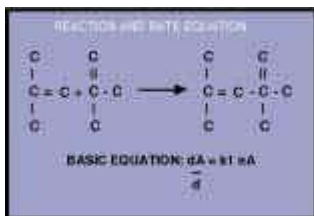
Pie charts

For relative portions of a whole, a well-planned pie graph does double duty--it gives both absolute magnitudes and compares the relative portions of two wholes.



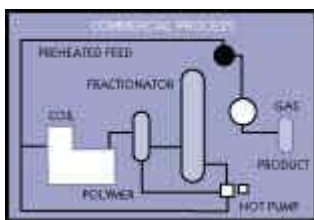
Chemical structures

Reactions and mathematical expressions tend to lead to overcrowding; use more slides with less on each. A structure slide gains clarity by omitting the hydrogen atoms. To be easily legible, subscript and superscript characters must be no smaller than the smallest capitals permissible.



Schematic drawings

Simplified pictorials should be shown with only the required part(s) and detail. In schematic diagrams, use heavy ruling for main flow lines or other items deserving emphasis. Omit valves, pumps, exchangers, etc., unless they are to be mentioned.



Topic Title or Heading

For orientation and transition, use a simple title or heading for each point, one to a slide. Brief headings and rounded numbers are best in tables. Rulings with lightweight lines may be used if it will enhance readability. In topic slides, use parallel language in all items. Do not number them unless you need to refer to them by number.

TABLE CATALYSTS AND REACTORS

FEED: PARAFFINIC 220⁰ 225⁰

CATALYST	REACTOR	LIQUID	CHARGE
A	01	08	0.1
B 300 PSI	02	01	0.1
C 400 ⁰ P	03	01	0.2
D	01	02	06
E 318 PSI	03	02	3.4
F 307 ⁰ P	03	03	3.5

SEPARATION METHODS

- Distillation
- Crystallization
- Solvent Extraction
- Selective Absorption
- Adduct Formation
- Thermal Diffusion

Just before the meeting

Each session room is routinely equipped with a session laptop and projector, a screen, and a podium and/or neck microphone. If you have any special A/V needs, please communicate them to your session chair well in advance of the meeting date.

Don't forget to register! Speakers and chairs attending national and annual meetings must submit a completed registration form with appropriate fee. Be sure to take advantage of advance registration discounts. Online registration is available on the AIChE website (www.aiche.org/apcps)