



PDWeek 2021



Envision 2021:

**Together
we can**

Virtual Event
November 22-26

[REGISTER NOW >](#)



SPEAKER GUIDE

PDWeek is Going Virtual for 2021!

Moving PDWeek to a digital platform allows fmi*igf to continue providing exceptional thought leadership and insights to the public sector financial management community, while safeguarding the health and wellbeing of all participants.

We are excited to embrace the opportunities offered by modern technology. Our digital platform provides an advanced forum through which to share knowledge, research, innovative practices and case studies.

In this guide:

» Who Attends PD Week?
Understanding your audience.

» Requirements for your
slide deck

» Tips to consider when
creating your presentation

» Video Presentation Tips

» Crafting your presentation

» Keys to creating an
exceptional Panel Session

» Practice Makes Perfect

Who Attends PD Week?

Understanding your audience.

In preparation for your presentation, be sure to consider your audience. What are some challenges they face? Think about some key takeaways you can provide.

It's often worth speaking to industry and public sector colleagues about your presentation too; ask them what they would find interesting and what challenges they would like help solving.

**For questions regarding our audience,
or any other inquiries you may have
regarding your presentation, please
consult your FMI contact**

- Public Sector CFOs and DCFOs
- Public Sector CIOs
- Accountants/Auditors
- Comptrollers
- Program Managers/Directors

- Financial Managers/Officers
- Policy Analysts/Managers/Directors
- Treasurers
- Those involved in financial IT transformation projects
- Public Sector managers with budgetary responsibilities


- Those with financial, accounting, procurement or audit responsibility in the public sector
- CPA or CIA designation holders
- HR Managers
- Fraud Examiners

Requirements for your slide deck

If you are planning to use slides in your presentation:

- Make sure to use the **2021 slides template** provided by FMI;
- Include **speaker notes** in your .ppt presentation — slides will be advanced by our production team, and speaker notes will help the team know when to advance to the following slide
- Do not embed videos or link to online videos;
- Do not include any images with text (as this would hinder the translation process)
- Use the **Arial font** throughout the deck (to avoid display issues on various screens)
- PD Week is bilingual event: please provide **two versions of your slide deck: one in English and one in French**; if you are unable to provide a translation of your deck, please make sure to send the deck to your FMI contact before October 8th – that will give us time to complete the translation on our end before the conference week;

Tips to consider when creating your presentation



PowerPoint can be a fantastic communication tool. No, really it can! But it must be used with care.

Think about your slides as a visual aide that supports your presentation rather than a script or summary of what you're saying.

Simplify and limit the number of words on each screen

The number one error that almost everyone makes with presentation slides: too many words. Don't use them as a memory trigger for what you want to say — that's what speaker notes are for. We use the same parts of our brains to process spoken language and written language. So, if you show someone a slide containing more than a few words, they have to choose between reading your slides and listening to you speak.

Limit each slide to one idea

Whatever you have displayed on the screen should serve to emphasize whatever you are saying at that moment in time. If it illustrates something else, it could confuse people rather than help them understand what you are saying.

The importance of images

The brain processes visual information 60,000 times quicker than words. Well chosen, strong visuals can be the perfect accompaniment to the message you are trying to verbally convey. Find images to help explain, give context to your story or amplify points that you are making with your voice and your body language. Use good quality images that reinforce and complement your message. Ensure that your image maintains its impact and resolution when projected on screen.

Video Presentation Tips

Good quality Camera and headset

If possible, use a good quality camera and headset. Use a wired headset for best quality sound. This is very important in aiding simultaneous interpreters.

Adjust the height of your camera

Your camera should be at eye level and you should be looking straight into the camera. Raise your laptop with some books if it is too low.

Speak slowly

It may seem unnatural, but speaking slowly allows all attendees to follow along. We often speak quickly when nervous

Position yourself

Do not get too close. The camera should be seeing you from the chest or waist up, instead of seeing your face. This is more natural for the viewer, and is especially beneficial if you tend to gesture a lot.

Lighting

Position yourself so that most of the light is coming from in front of you (behind your monitor), instead of behind you. If you have a window, shut the blinds.

Reliable Internet Connection

If possible, plug your computer directly into your modem using an Ethernet cable. This will give you the strongest signal and most stable Internet connection. The last thing you want to happen during your presentation is to have a weak or unstable Internet signal.

Background

Make sure your background is simple: a plain wall, a potted plant, or a bookshelf work perfectly

Clothing

Avoid clothing with fine striped lines. Try to dress in clothing that contrasts with your background and with your skin tone.

Know the technology

Make sure to attend one of our Speaker Technology Information Sessions in early November. Ask your FMI contact for more details.

Crafting your presentation

Remember minds drift after 10 minutes

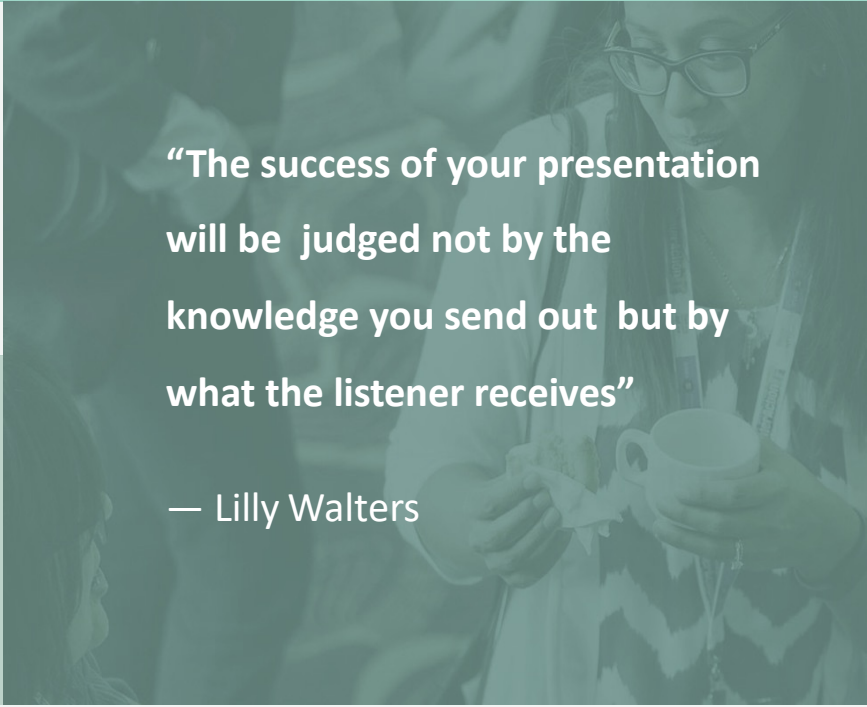
During the first 10 minutes of a presentation the audience's attention will be at its peak, so it is a good idea to make your main points early in the presentation. When putting the presentation together include something at every 10-minute mark that will re-grab their attention.

Have a clear theme

The more details that you include and the more complex your talk, the more you must be very clear on what it is you want your audience to hear, understand, and remember. If the audience only remembers one thing, what should it be?

Put the audience first

Even when we are "telling our story" we are really telling their story. If designed and told well, our story is really their story. Yes, the plot—the events and facts and the order in which they are arranged—may be unique to us, but the theme is universal. The message or the lesson must be accessible and useful for your particular audience. The advice may not be new and it may not sound exciting, but it's true: Know your audience.



**"The success of your presentation
will be judged not by the
knowledge you send out but by
what the listener receives"**

— Lilly Walters

Keys to creating an exceptional Panel Session

Prepare & understand your role

Even though you won't be delivering a formal presentation you must prepare for a panel discussion. What's the best way to start preparing? By understanding the audience and by understanding your role on the panel.

You were invited to join the panel because of a specific perspective you can offer, and you should find out a bit about the other panelists, so you know what you can contribute that they can't. Speak to fellow panelists, if possible, to establish a rapport before you go on stage. Your FMI Contact will ensure there is a conference call in advance of the live session to introduce everyone and review the session overview.

Brief, relatable stories

Stories resonate like nothing else. If you want to be remembered and you want your ideas to stick, few things beat a well-told story. Come prepared with anecdotes, examples and stories that capture your points. That will be a lot more effective than dumping a ton of data and information on your audience. Remember to be succinct, though. Keep your stories short and focused so you don't dominate the panel.

Own your moment

Unlike a standalone session, you do not have total control as a member of a panel. A panel is an exercise in navigation and requires a panelist to build perspective through smaller sound bites. You have to spot the opportunities and grab them. Opening introductions is your first chance to offer a short summary of your point-of-view, and you're likely to be designated a slot of time that is entirely yours.

Practice Makes Perfect

- Practice out loud, at least once, in advance of your session
- Be sure to attend one of the Speaker Technology Information Sessions in early November (ask your FMI contact for details)
- Let your FMI contact know if you need a personalized rehearsal with our team!



“It usually takes me more than three weeks to prepare a good impromptu speech.”

— Mark Twain

**We hope
you enjoy
your experience
with FMI!**

**With thanks to the following information
sources:**

[Bespoke Audio Visual: Videoconference Tips and Tricks](#)

[Harvard Business Review: How to Give a Killer Presentation - an interview with Chris Anderson](#)

[Speaker Magazine: 7 Tips to Take Your Panel Session from Terrible to Terrific](#) [Ketchum: Five Tips on Being an Effective Panel Speaker](#)