GUIDELINES FOR AN EFFECTIVE CONGRESS PRESENTATION

At the ISOCARP World Planning Congress 2019 not all presentations will have the same format and length, but we would like all presentations to be engaging, highly communicative and especially based on the principle of ‘sharing knowledge’ and learning across roles and cultures. In order to prepare an effective presentation, the Congress would like to give the following suggestions:

1. Stick to the ISOCARP length and formatting guidelines for your presentation. The complete guidelines and templates can be found here. If you are expected to give a short presentation and take part in a debate, make sure your presentation focuses on your specific viewpoint and be ready to expand during the debate. If you have been selected as a Keynote Speaker, make sure that your presentation is lively and has a clear message.

2. Many ISOCARP Congress delegates are experts in their own field and very interested in hearing new ideas, stimulating content, new research: in short something that matters to them. Please make sure that you use your presentation for ideas worth sharing.

3. Typically, the content of a paper contribution is too long and complex for a presentation at Congress: it is necessary for you to cover key messages and essential material only in your presentation, inviting the audience to read the rest in the paper itself.

4. Include maximum a slide and a few words to introduce yourself as an individual, stating your place of work and your interests. Providing a list of your titles or a summary of your career should be avoided.

5. While the template for the Full Paper and Summary Slide is mandatory, ISOCARP allows you to use any formatting of your choice for the Presentation, including your logo. However, do not include in your presentation any marketing material, nor standard information about the organisation you are working for or standardised project work: The Congress is about sharing knowledge and not self-promotion.

6. Thanks and acknowledgements are normally not necessary and it is better to enter into the core of the presentation directly. If necessary, you could include your thanks in a final slide at the end, so that they do not come in the way of an engaging start.

7. Illustrations and graphs are normally better than words. Long paragraphs should be avoided. Spend a few minutes by Googling something like “Tips for Effective Presentations” or “Best PowerPoint Presentations” for tips and advice.