

## Guidelines for Presenters at ccNSO Meetings

People from around the world come to ICANN meetings and attend ccNSO sessions: we exchange information, discuss hot topics and share ideas. To make this experience as rewarding as possible, the ccNSO Meeting Program Working Group (MPWG) has developed some basic guidelines and tips on how to give presentations.

We would be grateful if you could take some time to read through the material and consider the advices when giving your presentation.

### Topic of the Presentation

- **Choose your topic wisely.** Find a topic that is interesting for other ccTLDs and in which you have experience.
- **Select 2-4 key points.** This will help you and your audience to keep the focus.

### Performance

- **Speak loudly and clearly.** Please note that most people in the audience are not native English speakers.
- **Look at the audience.** Try to get eye contact with many people in the room. Otherwise, you will be perceived as only talking to yourself.
- **Don't read your slides.** Rephrase and expand points you want to make.
- **Use your voice.** Speaking in a monotone way will lose your audience.
- **Use pauses.** It will be easier to follow you and you will have a chance to catch your breath!
- **Be enthusiastic.** Only when you are passionate about the subject your audience will be.
- **Rehearse.** Present to your colleagues and prepare for Q&A. Make sure that you have enough time to deliver the key message.

### Slides

- **Keep slides simple.** This won't distract the audience from your presentation.
- **Avoid large blocks of text.** The slides shall illustrate your points, not duplicate them. Leave out words you do not need!
- **If possible: replace words with visuals.** Photos, diagrams, drawings will help to illustrate what you are saying.

- **Simplify your graphs.** Try to make them easy to read.
- **Present one idea/topic per slide.** This will help the audience to keep focus.
- **Highlight only what's important.** Too much highlighted text will make the slide hard to read and understand.
- **Use up to three different colors.** Too many colors distract the audience.
- **Avoid ill-contrasting backgrounds.** Don't forget about people in the back of the room.
- **Use sans serif fonts** (e.g., Verdana, Arial, Tahoma). These fonts are easier to read on the screen.
- **Use font size between 18 and 44.** Smaller fonts are hard to read and larger fonts will fill up your slide.
- **Do not leave it until the last minute!** Prepare your slides well in time to be able to rehearse and to estimate the time it will take to present them.

## Handouts

- Use handouts if you wish to give additional information.
- It is advised to use serif fonts for your printed materials.