



Oral Presentation Guidelines

Oral Presentation Proceedings

WBC 2012 will sell the proceedings from the congress. All accepted presenters (oral and poster) are required to submit their PowerPoint presentation file for inclusion in the proceedings. If you have questions or issues regarding this, please contact your moderator.

Submission of Presentation

Name the file with your last name and presentation number (e.g., Smith_O2.ppt) prior to forwarding it to your session moderator. If your file is larger than 5 megabytes, please contact your session moderator to make arrangements for receipt of the file.

Video/Audio Files

If a compelling video or audio file is part of the presentation, authors are asked to contact Erik Uner (euner@scisoc.org) prior to the deadline to ensure that the congress computer will be able to play the files appropriately. Generally, MPG is the more acceptable media file format for replay.

Presentation format queries should be directed to:

Erik Uner
World Brewing Congress
3340 Pilot Knob Road
St. Paul, MN 55121
Phone: +1.651.994.3836
Email: euner@scisoc.org

THE PRESENTATION



Note: Only LCD slide projectors will be used in WBC technical sessions. All slide presentations must be formatted for PowerPoint display.

Congress Computer

Your PowerPoint presentation will be preloaded on the congress computer. You can review your file and/or upload a revised file to the session computer the day immediately preceding the day of your presentation. For example, if your presentation is scheduled for Sunday, you can review your file and/or upload revised files at the Speaker Ready kiosk on Saturday. The session computer will not be accessible the day of your presentation.

Organizing the Presentation

In most cases, the text of a lecture prepared for oral delivery differs substantially from the published version. The resulting well-organized lecture will be easily understood by the audience.

- Select and arrange the major points in logical order.
- Avoid excessive technical details and extensive literature citations. The lecture should explain the work in simple, general terms wherever possible.
- Present your paper, do not read it.
- Speak slowly; a general rule is to allow a maximum of 80 words per minute, including the time required to display the slides.
- Allow the audience time to read the text on the slides.
- Practice your delivery, first alone, then before colleagues. Ask for suggestions on improving the organization, slides, and delivery.
- Rehearse to check that the time limit of 25 minutes (20 minutes for presentation followed by 5 minutes for discussion) is not exceeded.

Some other points to remember when preparing and/or delivering a lecture:

- Avoid the use of abbreviations.
- Avoid the use of too many numbers and statistics.
- Speakers who are comfortable with delivering a lecture without referring to the written text are encouraged to do so in the interest of a livelier presentation.
- During the discussion, repeat the question before responding so that the audience will understand the response.

In general, the lecture should explain:

- The purpose of the work.
- A brief review of the methods of investigations used.
- The results obtained.
- The conclusions drawn, particularly, where appropriate, the possible impact on the world of practical brewing.
- Suggestions as to further work.

The lecture should NOT report:

- Historical information unless absolutely necessary.
- Literature references.
- Previous work.
- Details of experimental procedures.
- Intermediate results.
- Details of negative findings unless they are absolutely essential to the argument.

COMPOSITION OF POWERPOINT SLIDES

Slide Format and Content

- All slides must be in horizontal (landscape) format. Most conference rooms and screen dimensions are too low to accept a vertical format.
- Prepare slides that support and supplement, not simply duplicate, what you are saying.
- Design slides specifically for an oral presentation. Slides prepared for journal or book publication are seldom effective and often not legible.
- Do not leave a slide on the screen after you have referred to it. Avoid this by inserting blank slides between slides when appropriate.
- Company logos are allowed on the first and last slides. Company logos are not allowed on any other slides, including use as a faded background.

Resolution

Maximum resolution is 1024 x 768 pixels.

Color

High contrast between the lettering and the background is important. Use a light-color background (eg, pale yellow) with black type. Other color combinations are possible but generally less successful. Where two or three graphs or block diagrams are presented on one slide, contrasting colors are helpful.

Lettering

Lettering should not be less than 1/40th of the height of the effective area of the slide. Limit the number of words and lines to a maximum of 6 words in the title, 6 lines in height, and 7 words in each line.

Select and Simplify

Each slide should cover one or two points. The slides should be cleared of data not pertinent to the presentation. Arrange the data to fill the projection field. Keep the content of a slide simple, clear, and readily understandable. For clarification of a complex item use a series of slides to explain the idea step by step. A series of such slides is also used in summarizing the lecture and adds to the impact of the conclusion.

Text

Text slides are appropriate for introducing the objectives of a study, definitions or quotations, chemical formulae, and the summary.

Tables and Figures

Prepare tables and figures specifically for slide projection. Tables and figures designed for publication are typically unsuitable for projection. Details are often too many and too complicated to be recognized by an audience in the limited length of time a slide is shown. Parts of the lettering and drawing often become illegible when projected. Limit the number of columns to 4 and lines to 7.

Graphics

Choose the type of graphic most suitable for the variables concerned. There are numerous alternatives (see below). Include statistics only when relevant. Use the same design and labeling in all related charts or diagrams. The uniformity in layout helps the audience to reach rapid orientation and understanding.

- Pie charts illustrate the division of a whole into parts.
- Column or bar charts illustrate comparisons between groups. Limit the number of columns to 5–7
- Use colors or shadings to differentiate columns. Columns should not be separated by the same space as their width.
- Line graphs express changing relations, especially changes against time. Limit to 2–3 curves.
- Scatter diagrams illustrate the degree of co-variation or distribution in compared groups.
- Flow charts illustrate processes, e.g., successive stages of an experimental procedure or the interaction and balance of several variables in processes.