

2009 NATIONAL  
CED CONFERENCE  
**Full Circle**  
*Sharing a Vision for the  
7th Generation*



CONGRÈS PANCANADIEN  
DE DÉC 2009  
**Retour aux sources**  
*Partager une vision pour la  
7<sup>e</sup> génération*

## PRESENTER'S KIT

Prepared by CCEDNet's Practitioner and Sector  
Strengthening Committee

On behalf of the national organizing committee, we'd like to thank you for agreeing to facilitate a session at the 2009 CCEDNet National Conference.

The information in this Presenter's Kit briefly explains CCEDNet members' expectations for the conference and outcomes we hope to achieve through conference activities.

We realize that some of us are experienced presenters and some of us will be presenting for the very first time. This Kit is intended to help all of us as we plan our workshop and/or presentation so we can ensure we'll all experience a great conference.

We look forward to seeing you in Winnipeg!

### THINGS TO CONSIDER

The audience for the National CED Conference typically includes community practitioners, civil society representatives, academics, government partners, and citizens from across Canada. If your workshop is chosen for webcasting and/or simultaneous translation you will be notified of this well in advance.

The underlying themes for 2009 remain: Building Fairer and Stronger Local Economies; Tackling Poverty and Homelessness; and Investing in Sustainable Communities. A key focus this year is on Indigenous models of economic development and several of the workshops reflect this. This conference will encourage participants to experience some of the Aboriginal traditions practised in Manitoba and elsewhere, to celebrate successes, to share what works and to discuss challenges while working together to advance a national voice for community economic development in Canada.

## **ANTICIPATED OUTCOMES FOR THE CONFERENCE**

This annual conference provides an opportunity for participants to pause and reflect on our grassroots beginnings, while coming together to develop a vision for what we wish to achieve.

A key challenge in presenting at the conference is balancing what members and people in the sector want or need to learn while building in time for members to discuss and problem-solve together. We want people to leave the conference having had time for:

- networking and relationship building
- learning about new theories
- receiving new tools and approaches
- reflecting on CCEDNet and the CED sector as a whole, and
- accessing information and/or tools that they can use when they return home

We trust you will take the time to consider how you might incorporate time for feedback and discussion into your session so we can all experience an effective conference.

The information on the following pages summarizes feedback from members and tips from experienced presenters.

## **MEMBER EXPECTATIONS [based on past years' participant evaluations]**

*Here's what members have told us...*

- We want to know about new tools/approaches that can help us in our work in CED.
- We want to hear new perspectives.
- We want workshops that are inclusive of the needs of a diversity of people specifically youth, women, Aboriginal persons, persons with disabilities, linguistic minorities, and immigrant/refugee communities.
- We want interaction. Help us share our stories and engage us with different learning strategies.
- We want to hear from the expertise in the room, not only the presenter.

## **TIPS ON MANAGING MEMBER EXPECTATIONS**

- It's helpful to start your workshop with introductions and spend about 3 minutes of this time asking for people's expectations. List these expectations so everyone can see them.
- Appointing someone in the session to provide feedback to you can help you continually gauge audience interest. Check in with your audience – refer back to their expectation list. Adapt your presentation to ensure expectations are being met.

- We know that people like handout tools to take away from the sessions, but we also know how important it is to limit the paper distributed during a session. Only bring a few select handouts. You can also list websites where people can access tools and resources.
- Before the workshop begins, invite a few people to sit where the participants will be sitting and check that they can see any visual aids and that they can hear you clearly. Feel free to move chairs and tables to ensure quality sound and visuals as well as interaction between participants.

## **LEARNING STYLES**

The following notes on learning styles remind us that we will have different learners in our workshop. It helps to design activities to meet each learning style's needs.

### **Visual Learners: *learn through seeing*..**

These learners need to see the teacher's body language and facial expression to fully understand the content of a lesson. They tend to prefer sitting at the front of the classroom to avoid visual obstructions (e.g. people's heads). They may think in pictures and learn best from visual displays including: diagrams, illustrated text books, overhead transparencies, videos, flipcharts and hand-outs. During a lecture or classroom discussion, visual learners often prefer to take detailed notes to absorb the information.

### **Auditory Learners: *learn through listening*..**

They learn best through verbal lectures, discussions, talking things through and listening to what others have to say. Auditory learners interpret the underlying meanings of speech through listening to tone of voice, pitch, speed and other nuances. Written information may have little meaning until it is heard. These learners often benefit from reading text aloud and using a tape recorder.

### **Tactile/Kinaesthetic Learners: *learn through moving, doing and touching*..**

Tactile/Kinaesthetic persons learn best through a hands-on approach, actively exploring the physical world around them. They may find it hard to sit still for long periods and may become distracted by their need for activity and exploration.

## **GENERAL TIPS ON PRESENTING AT CONFERENCES**

### **1. Getting the Most out of a Conference**

**Excerpt from article:** Why Do People Go to Conferences, Take Notes and Never Look at Them Again? by Ed Bernacki. [www.innovativeconferences.com](http://www.innovativeconferences.com)

Ed Bernacki<sup>1</sup> suggests different strategies to help people get the most out of a conference. He suggests you begin your planning by asking yourself how you would

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<sup>1</sup> **Seven Rules For Designing More Innovative Conferences** By Ed Bernacki, The Idea Factory [www.wowgreatidea.com](http://www.wowgreatidea.com)

define an effective conference and then he suggests the following two strategies to help engage the audience:

**Create the opportunity for ideas**

What opportunities do you create for participants to create, capture or develop ideas?

**Create the motivation to create ideas**

What culture do you create? Does it engage people and give them the motivation to find ideas and the conviction to act on them afterward?

## **2. Setting Yourself Up for a Great Presentation**

Bernard Gauthier gives us tips for organizing a successful presentation. These tips might seem basic and yet it is a good reminder of what we might need to consider while preparing:

- Have a clear and specific objective to the presentation
- Know the audience & your material
- Know what the audience expects
- Build a logical order to your presentation
- Remember that short is sweet
- Prepare
- Find ways to engage the audience
- Focus on the message you're delivering, not the medium
- **Have fun!**

## **3. Powerful Presentations – Tips and Advice**

by our very "own" Flo Frank of CCEDNet's Practitioner Strengthening Committee

### **In Advance of the Presentation:**

- Always present on topics you know something about and have a passion for – don't fake it or wing it unless you are REALLY good at that sort of thing.
- If public speaking is not your strong suit, get a lesson or two (ask someone you admire as a presenter to coach or help you).
- Research your topic - update and test your material – stay current.
- Have your material ready 1 week in advance and review it 2 days before the presentation – anticipate questions that might be asked and be prepared.

- You may want to do a run-through and seek comments from a few people who are similar to your potential audience.
- Go to the presentation room before the session and test any equipment you will be using, make sure that seating is correct and get familiar with the room. Be the first one there and greet people when they come in.

### **During the Presentation:**

- At the beginning – introduce the topic – explain why it is important, why you are the one presenting it and what you will cover.
- Avoid apologizing for anything before you get going.
- Use proper grammar, don't use too many slang terms and avoid acronyms.
- Speak in plain language and use a clear voice. Project your voice and always speak slower than normal.
- Don't tell jokes unless you are good at it and only when the jokes are relevant to the presentation or the group.
- Try to use examples and stories based on the group's interests or location. If you don't have any, ask participants to share their stories and build on them.
- Encourage active group participation (ideas and input) and have fun – particularly if the presentation content is dull, statistical or heavy.
- Pace the presentation – use mixed media (anything longer than 20 - 30 minutes of one voice is too much).

### **At the End:**

- Remind the group about what was covered by providing a quick 1 or 2 minute summary.
- Thank them (and the organizers) and if it is appropriate, outline the next steps or where things are heading related to the topic.
- Stay in the room until everyone has left and be available for any post presentation comments, questions and discussion.
- Evaluate the presentation and review any feedback you have received (formal or informal) to adjust and improve your next presentation.

## 4. Developing a PowerPoint Presentation

Did you know more than 85% of speakers have never learned how to use PowerPoint to its best advantage? You can become a better presenter if you follow these guidelines:

### Why use Power point?

- People absorb material differently. More than half need some sort of visual stimulation to fully understand the content of presentations.
- People talk at 125 words per minute, but they think at 500 words per minute....most adults need a visual to help them avoid being distracted by their own thoughts.
- A picture is worth a thousand words: it can be very helpful in explaining trends, charts and models. PowerPoint offers visual flexibility that overhead transparencies can't equal.

### Top 10 Guidelines for Developing your Presentation

1. Plan an opening, a body, and a closing. It helps participants mentally organize the material.
2. Plan on at least ONE slide for every minute of your talk. Time yourself: practice your whole talk, out loud, from start to finish. Make sure you don't go over your allotted time (this is one of the most common mistakes that speakers make).
3. Write a maximum of 10 lines per slide: otherwise people can't read it. Each line should consist of key words that will remind you of what you want to say. Do not write complete paragraphs or transfer long passages of text to your PowerPoint presentation!
4. Use a minimum font-size of 32-point for text, and larger sizes for headers and titles.
5. Don't rely on spell-check alone...have a friend proofread all of your slides.
6. Use **serif text** for body and **sans serif** for headlines, to produce the most readable slides.
7. Use lots of contrast: black type on a white background is easiest to read at a distance.
8. Use only suitable graphics...if the picture doesn't add meaning to your presentation, then don't use it. It will only be distracting.
9. Minimize bells & whistles. The simpler your presentation is, the more effective it will be.
10. End with a blank, black slide...it's a professional touch.

### Presenting your talk

1. Know how to use the PowerPoint projection machine. Arrive early
2. Focus/set-up ahead of time.
3. Save your presentation in different formats, such as .ppt and .pps,
4. Dim the lights in the room, if possible.
5. Face the group...DON'T face the screen!
6. Use keywords as cues....NEVER read your PowerPoint slides word-for-word.

7. Use a laser or mouse to point to the slides, if you need to.
8. Use handouts as supplements, if you think it will enhance your presentation.
9. Turn off the “sleep” function on the computer. The moderator may already have done so.
10. Keep an eye on your moderator...he or she will signal to you when your time is nearing the end, to help you finish on time.

**On behalf of CCEDNet, SEED Winnipeg and Ka Ni Kanichihk, we thank you again for all your hard work and preparation! We look forward to another conference of dynamic and engaging workshops.**

