

# Ideas to Help You Have a Great Event

- Give instructions to anyone preparing a **Power Point** presentation. My experience tells me they are often not very effective. They are difficult to read and there is most often way too much information on a slide. Send out your templates for the convention with instructions what to do and what not to do.
- To make it easier to see use a **blue background** with brighter yellow letters or similar - with at least 24 pt. size letters if not bigger. Limit the number of items on a slide to a few key ideas. Ideally have them come up and then disappear. Too much on the slide will put the audience in a trance!

*If you could do their presentation from their slides – they have too much information on them!*

- Power Point is made to complement your talk, not do it for you. DO NOT put up complicated graphs and then apologize that they are too small to see. Just pull out key statistics and give the important numbers. Train them to not talk to the slides, engage the audience.
- Always have everyone use a microphone – ideally a wireless mic where they can get away from the podium.
- Try not to have a party that runs late and then have a 6:30 am breakfast. At your morning meals make sure to not have it too heavy – have plenty of fruit available. The same applies to lunch. A heavy lunch will weigh them down in the afternoon.
- Give people enough time during the breaks to network and enjoy each other. Breaks need to be 20 – 30 minutes long – 15 minutes is never enough time unless it is a small group.
- Less is sometimes more. History tells me that most speakers from within your organization can be more effective doing a 40 minute presentation than in a 60 minute presentation.
- Have time for an **integration session** at the end of the convention. Often people come to the convention, attend every session and never look at the material again. Have someone lead the participants through a process to determine the best ideas they received and how they will implement them. Why will they use

them? What impact will they have? Bring them to a clear call to action before they leave.

- If at all possible, have a **break** before your opening or closing speaker. If the audience is sitting down too long before they begin, it is more difficult to get the energy going.
- Consider have a professional like Chip come in to coach all your presenters in advance of the convention. Download the [Convention Preparation](#) document.



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