



EUROPEAN TRANSPORT CONFERENCE 2021



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13 - 15 September

Online

DETAILED NOTES ON THE PREPARATION OF PRESENTATIONS FOR THE CONFERENCE

A) Preparation of Presentation Material for the Conference

AET, through this conference, actively encourages presentations from speakers with all levels of expertise and experience within the transport profession. Some of the speakers will have made numerous presentations to international audiences and for some this may be the first, hopefully of many, presentations. The presentations made are also extremely varied in their content, some highly technical and some more theoretical.

Our aim within these notes is to assist speakers in how they set out their presentations to help ensure that they are clear and informative for an international audience. Below are some guidelines we recommend speakers follow when putting together their presentations prior to submitting them to the conference.

The most important suggestion is that the content of the slides used is complementary to your presentation and does not simply repeat it. The almost universal use of bullet points that are simply read out during the presentation does not hold the attention of the audience very well or give a real impression of the project or the presenter. For instance, if your paper is explaining how you have developed a new process for the delivery of a Government objective, then set out a picture with the objective central to the slide and the processes being highlighted in successive slides linking to it forming a whole. In this way you can explain each process as you go along. If you need more detail for a process, then intersperse one or two slides to give that detail.

Please think about how much information each slide contains. If the audience cannot read the content of a table, for instance with numerous rows and columns, then there is no point showing it. If it is important to show the format of the table then do so without text except for headings. If not, it would be better to show an example of the data incorporated in the table as a background to delivering the information through the presentation. Whatever is contained in the slides, if the content cannot be read, is there any point in using them? This applies to all slide information, text and graphics.

Most of us use PowerPoint to produce our slides today which is a powerful piece of software that can do far more than list bullet points. The use of graphics as a background to the presentation will make it more interesting for the audience and the use of graphics can, if thought through, give a better impression of the paper.



The Production of Visual Aids (Check List)

- **Content of slides should complement the presentation not simply repeat it**
- **Contents of all slides must be clearly legible**
- **Good slides are seldom obtained from drawings or tables that are intended for publication with the paper. Printed illustrations contain considerable detail, and lettering is usually too small.**
- **Lettering and graphics should be as big as possible.**
- **The background of slides should provide a sharp contrast for drawings and lettering. In general, dark letters on a light background are easier to read.**
- **If using audio or video clips during a presentation, please ensure that you can access these reliably. It is usually better to have the material stored locally on your presentation device rather than to rely on an internet connection.**

B) Submission of Presentation Material for the Conference

Further details of the platform to be used and the requirements will be made available soon. All those presenting papers will need to be in a position with good internet audio and visual connections. The platform for the technical side of the conference will be provided by WebEx so you should check in advance that your PC/laptop/tablet is able to support access to WebEx.

Practice sessions will be organised to suit all the speakers in a session plus the Session Chair.

C) Presenting at the Conference

Speakers are reminded that the Conference is an international meeting and therefore the audience will not necessarily be familiar with practice and policy in your country. Speakers are also asked to remember that English will not be the first language of many participants.

Speakers are therefore asked to:

- **deliver their presentations slowly and clearly**
- **give an adequate introduction to their paper describing the context and framework**
- **avoid jargon and use plain English**
- **provide explanations of abbreviations**
- **speak to the audience and not to the screen**

Speakers are asked not to read their paper verbatim but to make an informal presentation. Reading a paper line by line makes a presentation boring and does not hold the interest of the audience. It is not always essential to repeat all the points in the text and it may well be that there is more up-to-date information than was available when the paper was first written, or that it becomes appropriate to deal in more detail with a particular aspect of the subject.



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Speakers are reminded that discussion after a presentation is an important aspect of the Conference and are asked to adhere to the recommended presentation times to allow fellow delegates the opportunity to participate in discussion.

The chair of each session will contact speakers before the Conference to discuss the amount of time each speaker has for their presentation and how much discussion time there will be.

D) Session Chairs

Role of Session Chairs

Each speaker will receive details of the chairperson of their session. It is the role of the session chair to ensure discussion is to the point and to explore any particularly interesting points from the presentations.

The Session Chair will decide on the structure of the session and will allocate presentation time for each speaker and will inform speakers about the amount of time for questions and whether discussion is taken at the end of the session or after each presentation.

In addition, each session will be monitored by a dedicated facilitator in the conference technical hub.

E) Participating in the Conference

Once you have booked your ticket for the Conference you will receive instructions on how to access the ETC platform and then your session. A daily ticket gives access to all the sessions held on that day so you will be able to visit other sessions during the day.

Contact details

During the Conference, Sally Scarlett can be contacted on her cell phone: +44 7831 663653

You will receive details of the technical hub which will support the online conference.

Sanderijn Baanders will run the technical hub and the practice sessions:
sanderijn.baanders@aetransport.org

26 May 2021