

# Pharmaceutical Industry SAS<sup>®</sup> Users Group

## 2014 Presentation Guidelines

### Overview

The following guidelines are specific to all of the papers except for the Poster Section when preparing the presentation that accompanies your paper that will be included in the *PharmaSUG 2014 Conference Proceedings*. (see [PharmaSUG 2014 Paper Guidelines](#)). Please note that a presentation is not a substitute for a paper, but is a visual presentation that should complement the content of your paper. Your paper should also be able to stand alone as it will be included in the conference proceedings but the presentation itself will not. You do need to upload into the online paper submission system (<https://www.softconf.com/e/pharmasug2014>) your final paper by **April 14, 2012** & presentation by **May 24, 2012**.

### Preparing your Slides

- It is **strongly recommended** that you use the provided Microsoft PowerPoint template (see [PharmaSUG 2014 Presentation Template](#)).
- A presentation is like an outline, not a novel. Keep the information you present simple and easy to follow. You can put more detail in the paper you prepare for the *Proceedings*, or you can prepare handouts for the conference.
- A good rule of thumb is that a slide will take 1-2 minutes to present, so if you leave time for questions a 20-Minute Presentation should be about 10-12 slides, and 50-Minute Presentation should be about 30-35 slides.
- The first slide should contain the paper's number in the upper left corner and title in the center of the slide with the name of the presenter under it.
- All slides except the first one should contain the Twitter hashtag "#pharmasug" in the footer section in the center in a 18-point regular font.
- It is recommended that text in your presentation not be smaller than 24-point font (easily visible from back of the room) and those important statements and headings be larger. One way to simulate how your slides will appear to the people who are sitting in the back of the room is to step back about 12 feet from a 12-inch laptop display or about 15 feet from a 14-15 inch monitor on which your slides are displayed.
- Use graphics to make your point where possible.
  - Only use graphics that are relevant to your topic and help convey your message.
  - Don't add clip art just to make slides "interesting".
  - Keep the graphics minimal and the colors muted for readability.
- Wherever possible, use screen captures rather than trying to do a live demo.
- Use a closing slide to summarize your main points.

- The last slide should contain your contact information:
  - Name
  - Company
  - Address
  - City, State ZIP
  - Work Phone
  - Fax
  - E-mail
  - Web
  - Twitter

## Delivering your Presentation

- Practice your presentation aloud, speaking slowly and clearly. Remember that how you say it is just as important as what you say.
  - Be sure not to use more time than is allotted for your presentation. Allow at least 1 minute of your time for being introduced and a 5 minutes for questions.
- Prepare notes that complement your slides and do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
- Arrive at the correct location at least 15 minutes before your presentation.
- If you decide to have supplemental handouts, we recommend that you bring a minimum of 50 copies. Please give the handouts to the section chair immediately upon setting for your presentation.
- Be aware of the time (the Session Coordinator will help you do this via flash cards that will show how much time remains). The Session Coordinator will stop your presentation when the allotted time is used. You will not be allowed to continue beyond your allotted time.
- When your presentation is finished, thank your audience for their attention and ask if there are any questions (while you are still at the podium).
  - Allow about 5 minutes for the audience to ask questions. It's very common for speakers to get questions from their audiences. You should consider it a compliment that your listeners want to learn more about your ideas.
  - Repeat each question. This benefits the entire audience, and verifies what the question is. It also gives you a few more seconds to prepare an answer.
  - If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation.
- If you can, stay (at the back of the room) a few extra minutes after your presentation to be accessible for more questions and to get contact information from people you promised to reply to. Please be courteous of the next presenter and if any conversations or questions continue when the next presentation starts, please continue the conversation outside the presentation room so as to not disturb the presenter or audience.

## Uploading Your Presentation to the Paper Submission System

You must upload the PowerPoint file (.ppt or .pptx) of your presentation to the online paper submission system on or before **May 24, 2014**. The system can be accessed from the link on the PharmaSUG home page, <http://www.pharmasug.org>, or directly at <https://www.softconf.com/e/pharmasug2014>.

## PharmaSUG 2014 Presentation Guidelines

Please name your file SSxx.ppt, where SSxx is your paper number, which is available from the acceptance letter you received from your section chair. Example: PO01.ppt. Your section chair will be notified through the paper submission system when you have uploaded your presentation.

If you experience software difficulties, please contact your section chair.