Empowering Oklahoma Museums

Oklahoma Museum Conference
Presenter Expectations, Information & Tips

General Presenter Expectations:

Access to exceptional, high-quality educational programs is one of the most important benefits available to Oklahoma Museums Association members. This document is intended to provide guidance for presenters in the planning, development, and delivery of your Oklahoma Museum Conference session. The Oklahoma Museum Conference Committee selected your session as they believed you and/or your co-presenters would:

- Reflect innovative and cutting-edge content
- Stimulate and provoke discussion, and especially, engage the audience
- Be pertinent and appropriate for the conference audience
- Be respectful of the many different museum disciplines, sizes and regions represented at the conference
- Deliver best practices using approaches for different types of learners, for attendees from early career professionals as well as the most experienced professionals and those in between, and
- Present accurate information

Important Tips to Remember:

All presenters are expected to:
- Register for the conference. OMA offers a speakers scholarship to cover registration for their session at https://www.okmuseums.org/scholarship-program/
- Be on time, prepared and professional.
- Bring their own laptop if doing a PowerPoint presentation
- Know that use of colorful language, inappropriate humor, or controversial labeling is not acceptable.
- Abide by the Oklahoma Museums Association Harassment Prevention Policy which can be found at https://www.okmuseums.org/harassment-prevention-policy/
- Be professional in appearance including following the suggested presenter's attire guidelines: dress shirt, collared polo, blouse, sweater, slacks, pants, chinos, dress, or skirt. Jackets and ties are optional. No casual flip-flop shoes, please.

General Conference and Host Hotel Information:

Presenters can find Oklahoma Museum Conference information on
https://www.okmuseums.org/conference/ including hotel reservation information,
exhibitors, sponsors and more. If staying overnight in the host hotel, we recommend you
reserving your room now as the hotel is predicted to sell out.

Deliver an Interesting and Informative Session:

Attendees are looking for interactive sessions where they are vital contributors to
the conversation. Total lecture format is highly discouraged. Attendees want to
understand how the content presented is relevant to them and the work they perform
every day. They appreciate practical application examples they can take back to
their museum

We recommend you consider using facilitation techniques to engage the audience and
improve knowledge retention.

Please consider how to deliver a focused presentation that meets the stated
objectives for the proposed session. Consider the actions and skills being sought in
the session.

- What is the specific problem, topic, or issue on which your presentation is
  striving to inform, address or resolve?
- Have you explained the project or topic goals, the desired outcomes, and
  implementation steps?
- Which partners or collaborators worked with you on your topic or project?
- How did you establish the collaboration or assistance from those partners?
- What options, alternatives, or other solutions were considered on the topic and
  issue?
- Have you provided information about the challenges, strategies, and lessons
  learned?
- Have you considered how to explain the content or topics that may be unusual
  or new to those from museums with different governance, operational, and
  policy structures?
- Can you demonstrate and talk about linkages, applicability, and benefits to
  other museums in using your information?

PowerPoint Presentation Best Practices:

Minimize the Number of Slides: To maintain a clear message and to keep your
audience attentive and interested, keep the number of slides in your presentation to
a minimum. You can easily estimate the appropriate number of slides for your
presentation by dividing your total presentation time by half. For example, if you have
a 60-minute session, you will probably have about 45 minutes of actual presentation
time, so you should aim for no more than 23 slides.

Selecting a Font and Size of Text: For legibility purposes, either Arial or Tahoma
fonts are recommended. Fancy fonts are often hard for the audience to read. No text

should be formatted at less than 24 points when it is being projected. Recommendations:

- Title of slide: 44 point; bold.
- Bullets within Body: 28 to 32 point.
- Sub-Bullets: 24 Point

Color Selection: Make sure you are using font and background colors with a decent level of contrast. When projecting the presentation, recommendations are to use a dark background with a light font. Recognize that what may appear on a computer monitor may not transition well when projected to a large white screen.

Format Consistently: Consistency makes for a more professional presentation. Standardize the slides using the Slide Master (found under "view," then select "Slide Master"). Any changes made to this slide will automatically be applied to every slide.

Keep it Simple: Fifty (50) words (or less!) per slide is a good rule of thumb. Resist the urge to crowd the slide with text. If you cannot fit all your text onto a single slide and still maintain legibility, split your content into two or three slides. Identify snippets to use as talking points; avoid using full sentences on slides.

Using Video and Sound: When used properly, these can enhance a presentation. Be aware, however, that they can complicate matters if you do not package your presentation correctly. Make sure that all sound and video filed are saved with the presentation.

Practice Makes Perfect: Practice your presentation to ensure that each slide flows as designed, you are comfortable with the content, and that you do not exceed the allotted time limit. *Do not read from the slides.*

Greeters:

A session greeter will be assigned to each session. The greeter will be responsible for introducing the session, making sure the technology is working properly and ensuring the session starts on time. If you have any questions or need help, please let the greeter know, or if you cannot find the greeter, please notify the registration desk.

Room Logistics and Considerations:

Rooms are pre-set. Because of the fast pace of the conference, room arrangements cannot be changed. Rooms are generally set in "theater-style" meaning they are set in rows of chairs with no tables for participants. Please consider this configuration if you are developing any engaging activities for the program. Some small group exercises can be accommodated however space is limited.

When all seats in a session are filled, additional participants must be asked to move to another session. Due to fire-code regulations, OMA and the conference host must adhere strictly to the assigned number of occupants in each room to avoid liability for infractions.

Presenters will be provided with a "presenter table" up front so that will be easily seen by all participants in the room. A/V will be in the center of the aisle in the front of the room. Please avoid stepping on cords, plugging or unplugging machines, or changing any settings on the equipment. These can cause major issues with the A/V equipment and can cause delays or equipment failure during your session. Contact the greeter or registration desk immediately if there are any questions or issues or simply if assistance is needed. Please also ask participants to be careful of A/V cords.

Don't Forget the Details:

- Start your session within 5 minutes of the scheduled start time and end the session on time.

- All presenters are encouraged to allow audience participation, including questions and answers.

- Remember to bring your laptop, as they will not be provided at the conference for your presentation. If you use a Mac, bring the appropriate adaptor, as they will not be available.

- Test all equipment prior to your session.

Fees & Expense Reimbursement:

Presenters should be willing to share their expertise without expectation of payment in exchange for the statewide platform and professional exposure. The Oklahoma Museum Conferences provides an opportunity to share information, it is not a showcase for promotion of business, practice, service, or product. OMA does not reimburse presenters for costs associated with their conference presentation.

With the understanding that each presenter's time and experience is of value and to convey how much they are appreciated, OMA will:

1. Provide each presenter with the opportunity to apply for a speakers scholarship to cover registration for their session at https://www.okmuseums.org/scholarship-program/

2. Have each presenter's name listed in the Oklahoma Museum Conference booklet along with their title and organization adjacent to their session.

3. Provide a token of appreciation to each presenter to be given at the conference.

Questions:
Please contact the Oklahoma Museums Association office at 405.424.7757 or info@okmuseums.org if you have questions or need more information.

Thank you very much for being a presenter at the Oklahoma Museum Conference.