1st International Conference on Transport & Health
Oral Presentation Standards and Guidelines

The Transportation Public Health link (TPH Link) is committed to re-engineering the traditional conference experience by delivering evidence-based research of scientific merit in conjunction with real-world practical application of best practices. This goal is accomplished, in part, through the International Conference on Transport & Health (ICTH) in which conference activities are designed with a cross-disciplinary perspective and a sense of creativity. Speakers, presenters and delegates are considered as part of the team; assuming a direct participatory role.

Conference Hot Topic Workshop Speakers (HTWS) and Presenters of Accepted Abstracts (PAA) include policy-makers, practitioners and academics from multiple disciplines involved with transport planning and engineering, public health, urban planning, spatial and architectural design, environmental planning, economics and beyond. Representing public and private sectors, these individuals possess breadth; differ in level of experience, are effective communicators and considered authorities in their fields of expertise.

This document is meant as a summary of standards and guidelines for HTWS and PAA. Each HTWS and PAA will:
- Possess significant knowledge and expertise of the subject area;
- Have reasonable presentation skills to effectively communicate to a cross-disciplinary audience
- Not engage in excessive commercial presentations of their organization;
- Be consciously aware and respectful of the time 15 minute presentation time limit;
- Utilize the recommendations presented below in preparation of their PowerPoint presentation; and
- Understand that materials provided for presentation will become the property of the TPH Link for placement on the ICTH WebPages found at *www.tphlink.com*.

SPEAKER STANDARDS

TPH Link has developed the following set of standards and guidelines to which all HTWS and PAA are expected to adhere. Individuals who violate these standards and guidelines will not be invited back to future ICTH.

The TPH Link is providing HTWS and PAA with permission to **BREAK TRADITION.** Now, that may seem a little authoritative or presumptuous, but sometimes people need to be told that it's okay to FLY! We are creating a safe environment in which experimentation and risk-taking is encouraged.

Please avoid presenting by standing behind the podium and reading information off a professional slide deck. Give your audience a different perspective. Move around the room. Be engaging. **STAND ON THE DESK!!** We want you to think "Dead Poets' Society!" Refer to this link if you are unfamiliar with this classic American film *http://en.wikipedia.org/wiki/Dead_Poets_Society*


Hot Topic Workshops and General Session

> **Hot Topic Workshops** –will include two 15-20 minute presentations and/or an interactive real-work audience participatory activity. Each workshop has been organized into a 90 minute block of time. A moderator will be assigned to each workshop as part of the team. The TPH Link will provide each moderator with HTWS biographies.

> **General Session** - will include four to five presentations. Each PAA will have 15 minutes of the assigned 90 minute block of time for their presentation. You will not be assigned a moderator; rather, you will introduce each other to the audience by reading a brief 100 word biography. As part of the session in which you are assigned, we would like you to work with the other members of your team to develop an interactive activity for the session attendees.

Summary

Prior to the conference, team members will be introduced to each other through an email exchange. We want you to work together to come up with an innovative presentation style. *There are NO limitations.* Remember, it is easier to understand a complicated concept, if it is built onto basic fundamental principles. Think about how you learned as a child; through association and integration of different pieces of information. For example, the first image may look like a common traffic round-about to the transportation engineer or planner. To get a health person to understand structure and function, relate the round-about to a simple human brain cell (myelinated neuron).
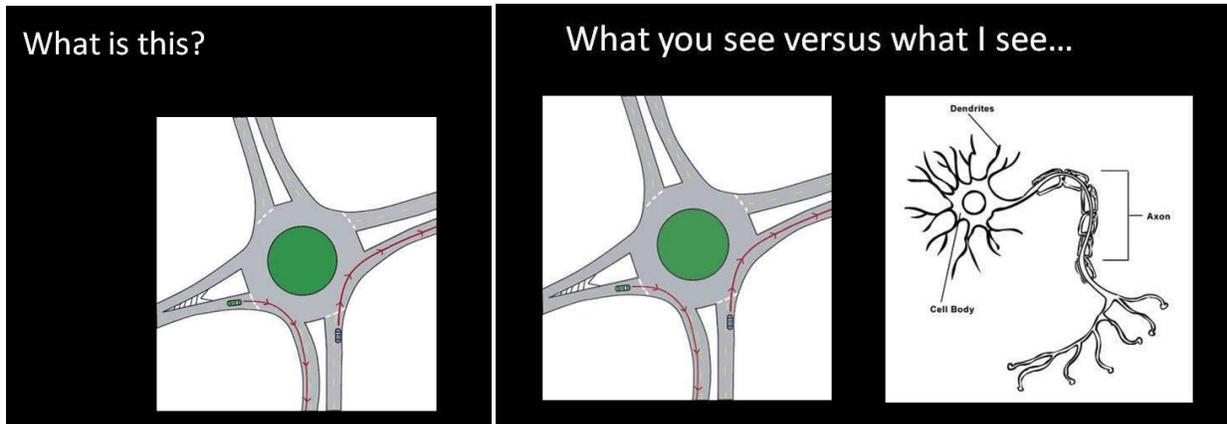
Know your audience. Use simple language when describing complicated concepts. Implement Active Listening – ask someone in the audience to describe back a concept you just explained to verify comprehension. Remember, for the most part, people do not remember facts, figures or a plethora of data. What they remember are stories and out of the ordinary quips.

Collaborative Learning
Collaborative learning assumes that knowledge is a social construct. Inter active group activities take into account that the act of "doing" instills learning through an exchange of ideas/information; provides an opportunity to develop real-world solutions to real-world problems and clarifies misconceptions.

"Research shows that educational experiences that are active, social, contextual, engaging, and provide group-ownership lead to deeper learning. The benefits of collaborative learning include:
- Development of higher-level thinking, oral communication, self-management, and leadership skills.
- Increase retention, self-esteem, and responsibility.
- Exposure to and an increase in understanding of diverse perspectives.
- Preparation for real life situations."

For more information on this topic, please visit: *http://www.cte.cornell.edu/teaching-ideas/engaging-students/collaborative-learning.html*

Suggestions to elicit audience interaction:
- Distribute candy to demonstrate a scientific principle such as layers of a jaw breaker that mimic the layers of the earth
- Audience members create challenge questions
- Use of a childhood toy such as Lego blocks
- Tell a story
- Show a video
- Give-away as incentive for participation; books, stickers, etc.

Groups Activities:
- Work on case studies/problem solving
- Write a rap song
- Balloon debate
- Choreograph an easy to execute line dance
- Play a game: Jeopardy, Pictionary, Simon Says, etc.

CARPE DIEM
SEIZE THE DAY
MAKE YOUR LIVES
EXTRAORDINARY

Of course, the option to deviate from the status quo is completely voluntary.
If your team comes to a consensus and prefers to stand behind a podium to deliver each presentation; this decision will be respected.

Knowledge of the Subject

HTWS and PAA will have both in-depth and broad knowledge of the presented subject, going beyond their personal experience or the experience of their organization or firm. This will help provide examples for conference delegates that illustrate various points of view or methods of doing things, and allow more complete responses to questions. It is also valuable to incorporate a global perspective whenever possible on the topic of discussion.

Presentation Skills

HTWS and PAA will understand how to address a professional audience including; good voice projection, coordination of oral and visual information, ability to interact positively with the audience, and ability to synthesize information into understandable segments and present them in an orderly and logical manner. Please *avoid reading material directly from the slide presentation.* Slide material should touch on key points of the presentation.

HTWS and PAA are strongly encouraged to visit the ICTH conference webpage entitled, "Tips for Abstract Presenters" for information on how to put together a professional PowerPoint presentation and other valuable information not contained in this document.

No Commercials

No HTWS or PAA will sell or promote any product, service, or publication during any presentation. Distributing or handing out a company's promotional literature is prohibited outside of the exhibit booth. No more than one slide may be used in the presentation describing the organization's capabilities and business operations.

SPEAKER GUIDELINES

Consider the Bottom Line

Registrants attend conferences to gather information that can help them do their own jobs more effectively. Speakers should attempt to relate information keeping in mind how it can be used by the conference delegate and the specific focus of the event.

Use of Visuals: Professional Side Deck

To assure that presentations increase understanding by utilizing both "show" and "tell," HTWS and PAA are strongly encouraged to use both the spoken word and appropriate visuals. PowerPoint slide decks and other visuals should be professional in appearance, easily legible from the back of large rooms (i.e. limit the number of words on each slide to the most significant points – no more than 40 words total). It is recommended that no more than one slide per minute of presentation be used (i.e. a maximum of 15 slides for a 15 minute presentation). Examples, stories, and anecdotes can be used where appropriate. Please refer to the Tips for Speakers available on the conference website for PowerPoint guidelines.

You will be required to upload a copy of your slides in either PowerPoint or Adobe PDF format to the on-line conference system. Instructions will be sent at a later date and will be posted on the conference website under Tips for Speakers As a backup, HTWS and PAA should bring a copy of their presentation on a jump-drive to the session.

HTWS and PAA are permitted to include name, title and company information on the title slide of the presentation and one commercial company logo in the footer and/or last slide of the presentation, along with contact information.

Audiovisual Equipment
The standard AV package includes a lectern, podium and walking microphone, Internet connection, an LCD projector and screen. Additional AV and flip chart with color markers will be available upon request.

No Religion, No Politics
Presentations shall be limited to professional topics and shall be free from inappropriate humor, as well as, the expression of religious, political, philosophical, or other beliefs.

Attire
HTWS and PAA are expected to dress in business attire during presentations.

Cancellations
It is strongly recommended that HTWS and PAA notify the TPH Link immediately in the event that an emergency should prevent him/her from presenting a session, and to the best of their ability, attempt to provide a substitute to fill the vacancy.

Permission to Record or Reproduce
PAA (HTWS will receive a separated contractual agreement) are required to sign this release form indicating that the materials they are presenting may be distributed, and that such presentations are the property of the TPH Link. Further, TPH Link has also received any required permission to use same. TPH Link will insist, without exception that all PAA sign this indemnification agreement holding TPH Link, UCL and ICTH harmless from any claims as a result of publishing or distributing handouts either in electronic or hard copy format.

Image Source: https://timothysiburg.wordpress.com/2014/10/

If you have any questions or concerns, please contact Karyn Warsow kwarsow@tphlink.com

Release Form/Indemnification Agreement: Presenters of Accepted Abstracts

I agree that TPH Link, or its agents, have the right to record my presentation, to reproduce written materials for my presentation in the conference proceedings and on the ICTH website, to offer for sale products based on the recording and/or written materials in multiple formats, and to retain the proceeds from the sale of these items. I further understand that my signing of this release in no way prohibits me from using the material presented at ICTH in any manner I choose. I also understand that TPH Link may use my photograph in publications, brochures, etc., as part of the information surrounding and marketing the ICTH.

To the best of my knowledge, my presentation does not violate any proprietary or personal rights of others (including any copyright, trademark and privacy rights), is factually accurate, and contains nothing defamatory or otherwise harmful. I have the full authority to enter into this agreement and have obtained all necessary permissions or licenses from any individuals or organizations whose material is included or used in my presentation. I also agree to adhere to the guidelines outlined in the Standards and Guidelines for HTWS and PAA and comply with all program related deadlines provided to me by TPH Link, including but not limited to deadlines for handouts, etc. I understand that I will not receive any royalties, honoraria, reimbursement of expenses, or other compensation from TPH Link in connection with the program or the rights granted above.

_____
Print Full Name

_____
Signature and Date

National Council for Public Private Partnerships: Presenter Standards and Guidelines (5 February 2015). Retrieved from" *www.ncppp.org*