Presentation Creation and Guidelines

The Presentation

- **Less is more!** YOU are the focus of the presentation and the story you have to share is important. If your PowerPoint slides can tell the story without you, then you need to re-do them.
- Create your presentation content slides as you would normally in PowerPoint.
- Stick to photographs and images running edge to edge. **Use as little text as possible.**
- When using words, try using **font size 42 points or larger in a common sans serif font**. Examples include Helvetica or Verdana.
- **Avoid using bullets.**
- **Aim for 6 words per slide.** The audience will be viewing presentations on smaller screens and possibly on their phones, so keep text big and simple.
- When using a graph or table, **only show the relevant portion**- not the entire thing.
- You are the reason people are here! Not your slides!!

The Slides

- **Remember to include a title Slide**.
- WEF has provided an optional template for you to use. You can download the template here or on https://www.weftec.org/speak/presenter-information/ under presentation resources.

  NOTE: The first slide is the title slide followed by various options provided for use in the remainder of your presentation.
- **Please use your company logos on the first and last slides only.** You are welcome to add an occasional company logo slides containing Intellectual Property. Slides should not contain so much text that you need to put your logo on every slide. Remember, the slides are an enhancement to you.
- **Add your contact information to the last slide.** If you would like attendees to contact you with questions or comments after the event and throughout the year provide your information on the final slide.

The Video

- **Videos featuring a product/service/technology must be informational rather than promotional.** WEF reserves the right to remove any presentations appearing to be a sales pitch from the program.
- Make sure your recording includes your PPT *and* you speaking with it.
- **Sound is required.**
- WEF will not consider media it identifies as obscene, provocative, inaccurate, or otherwise containing objectionable content.

Duration:

- Technical Presentations: **20 minutes MAX**
- IKE Presentations: **10 minutes MAX**
- Solution Session Presentations: **10 to 12 minutes MAX**

Audio Tips:

- **Use a microphone and test audio before recording.** Wired headsets will generally produce the best quality audio and pickup less ambient noise.
- **Record presentation from a quiet location.**

Recording Suggestions:

- **Practice your presentation and recording beforehand.**
- **Be mindful of lighting.** Try practicing with different lighting to find the best effects - we want to see you!
- When you are ready to record, open your slides in full screen mode.
- *FOR EXAMPLE: If using Microsoft PowerPoint, give your presentation in "Slide Show" mode.*
- **Begin your presentation on your content slides.** A brief pause in between slide transitions may be needed with some recording applications below.
- **Final file format must be an MP4 file.**
- The Virtual Platform's preferred recording software is:
  - Keynote: Instructions | How-to-Video
  - PowerPoint (Windows, Mac): Instructions | How-to-Video
  - Zoom - (Windows, Mac*):* Instructions | How-to-Video
- If you prefer using other platforms for your recording (such as GoToMeeting) you are welcome to do so.

  NOTE: We cannot answer any questions or give you step by step instructions for other platforms, but if you feel more comfortable in another format, please use it.

Technical Specs:

- If using PowerPoint or Keynote, the resolution is mentioned in and handled by PowerPoint or Keynote (should be 1920x1080) bitrate is handled by those programs also.
- All exported video filed should be 8.mp4 if they follow the instructions and keep defaults on export.
- File size: 2GB will be uploaded into the Presentation Management System. If the file size is larger than that- please email speakers@wef.org for alternative upload instructions.
- Resolution: 1920 x 1080
- Frame Rate: @60 fps or @30fps
- CODEC: h.264 in .mov wrapper + AAC for audio
- 8 bit - 15mbps bitrate: To check the bit rate, right click on the file name, click on properties, go to the details tab, and look for total bitrate.
- ALL files must be in MP4 Format

Save and Review:

- Make sure your presentation video is saved as a MP4 file.
- Playback MP4 file prior to submitting.
- Save your file with the title of your presentation or Abstract ID.
- Upload Your Video to the link provided in https://ww3.aievolution.com/wef2001 beginning August 10th