ESREF 2016 Guidelines for Tutorial Presentations

Format Rules – Tutorial and Symposium Presentations

- First slide must contain paper title, authors, affiliations, and optionally company logos.
- An optional "Thank You" or "Acknowledgement" slide in the very end of the presentation may show logos of the respective parties.
- No other slides may contain logos, which includes footer and header lines, as well as any other parts of the slide layout.
- Mandatory slides: Title page, Objectives, Outline and Conclusions.
- Symposium presentation length is 15 minutes, plus 5 minutes for questions. A rule-of-thumb is 1 slide every 30 to 60 seconds. Thus, the recommended maximum number of slides is 15 plus the mandatory slides (named above). The session chair will strictly enforce the 20-minute time limit.
- Tutorial presentation length is 60 minutes, inclusive of Q&A. Thus, the recommended maximum number of slides is 60.
- Use 20-point or larger text everywhere, excluding graphs and images (18pt)
- Use Arial font only.
- Movies must be in AVI or MPEG format. Sound will not be broadcast.
- Movies must be uploaded separately: in most cases they cannot be embedded into the presentation
- For the delivery of the presentation, we will be using the 'Presenters View' in PowerPoint. Using this feature, you will have access to all you notes for each of the slides. Please make use of this. Details are shown in the presentation templates.

Make the presentation or poster easy to read

- Use short phrases and pictures, not complete sentences or paragraphs
- Minimal text size is 20 point because it won't be seen in the back of the presentation room (or in the back of the crowd looking at your poster)
- Use contrasting colors, like black or blue text on a white background yellow or white text on a blue background.
    - Color blind people cannot differentiate red and green
    - Avoid low luminance contrast combinations such as red on green, red on blue, magenta on blue, green on blue, green on brown, yellow on white, blue on white, red on white, and magenta on purple.
- On multi-trace graphs, use line-types and symbols rather than color wherever possible to distinguish the traces

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Eliminate distractions that detract from your message, such as

- company logos (except on the title and acknowledgement page),
- background images,
- complex slide designs,
- over-use of colors,
- header and footer text (except page numbers), and
- slide transitions and bullet animations.
    - Use transitions and animations VERY SPARINGLY, and only to emphasize key points
    - Many people find animations and transitions annoying and distracting
    - While answering questions, animations and transitions slow your access to previous slides
- Use the laser pointer sparingly during the presentation. Only use it for emphasis. Do not use it to draw circles – your audience's eyes will follow the little red dot instead of looking at your slide.

Help the computer display your presentation properly

Your computer may have different software than the reviewer and conference computers. Keeping the presentation simple will reduce compatibility issues.

- Movies should only be in MPEG or AVI format. Sound will not be broadcasted at the event.
- Equations & Symbols
    - Ensure 'Normal Font' is used when inserting symbols. Ensure "Embed TrueType fonts" is checked in "File .. Save As .. Tools .. SaveOptions"
    - OR embed equation as a GIF: enter equation, then "Cut.. Paste Special .. Picture"
- Learn to take advantage of the PowerPoint Presenter View. It is a powerful feature and can help you delivering great presentations.
- Project your presentation for review. Projected slides can have less contrast than a computer display. Adjust contrast on images and adjust colors to compensate.