
PRESENTATION GUIDELINES FOR ESC PRESENTERS



The Energy Services Coalition (ESC) is a public-private partnership with a focus to increase the use of energy performance contracting. To that end, ESC provides a variety of training and educational opportunities, calling on its membership and other professionals to be presenters. Following are speaker guidelines. Thanks to the ESC Colorado chapter for developing these guidelines.

Energy Services Coalition Presentation Guidelines

Overview

The goal of the Energy Services Coalition and the State Chapter is to raise broad-based awareness of performance contracting in the public and private sectors. To this end, ESC regularly sponsors, facilitates, partners and participates in technical and educational seminars to educate performance contracting professionals, building owners, designers, and decision-makers about energy performance contracting (“EPC”).

The ESC believes that the role of “presenter” is an opportunity for active members and their companies to benefit from their involvement, without compromising our national and local charter by avoiding marketing of individual companies’ products or services.

General Seminar & Presentation Guidelines:

1. The host or the ESC will facilitate communication between presenters prior to the event to help coordinate topics and prepare presenters. A “master of ceremonies” representing the host or the ESC will provide a smooth transition from speaker to speaker. The MC may be one of the panelists or an added participant.
2. Engage the audience. The objective of the presentations is to share information and motivate the attendees to action. If the presentation is dynamic and the information is credible, follow-up activity is likely. There are a few “tricks” that will help a presenter to be both informative and dynamic, each of which are effective but will depend on the presenter’s personality and style. Some examples are as follows:
 - a. Ask questions at random times.
 - b. Offer small prizes for participation. Some speakers offer a candy bar, a hat, or even a golf ball. This is fun and keeps the audience’s attention.
 - c. Call on members of the audience to share their opinions and thoughts. This makes the presentation seem more like a discussion and is very effective with some groups.
 - d. Have fun with the audience, using a combination of questions, gag prizes, and humor.

3. Company logos are not permitted. The only exceptions to this rule are –
 - a. On each speaker's introductory slide, where company information is permitted to identify the speaker.
 - b. Where a government representative is speaking, the government logo is permitted.
4. Specific product brand names are not permitted to be included in the presentations. However, it is acceptable to have photos and graphics using proprietary products, so long as they are not called out by trade name or catalogue number, and are represented as typical of the technology being discussed.
5. Use the ESC standard template for slideshows.
6. Slides are meant to be place-holders, visual aids, and memory joggers for the presenter.
 - a. Please keep the text short and use lots of graphics.
 - b. Do not read your slides to the audience. Use the slides to illustrate the points being made, with the presenter providing the "meat" of the presentation.
7. A good rule of thumb is 1 slide should take 1-3 minutes to discuss. Therefore a 30 minute presentation will typically have 15 slides, however this can vary from speaker to speaker.
8. All presentation material will be consolidated into a master presentation for electronic downloading from the ESC website (or for hand-outs at the meeting; note that a paperless workshop should be considered).
9. Additional handout material will preferably be limited to ESC publications and materials from Government agencies or other third party organizations and should not be oriented toward any particular company's products or services.
10. The host or the ESC chapter will send post-seminar follow-up information to the attendees.
11. Use of generic case studies that are relevant to the seminar topic is desirable. Ideally, these case studies will also be posted on the ESC website.
12. Evaluation forms should be provided to all attendees and should include areas to rate and comment on the content, the presenters and any suggestions or requests for future information (consider e-mailed evaluation feedback for a paperless evaluation, and as a way to follow-up with attendees).