INDUSTRY INTERACTIVE SESSIONS

PRESENTER GUIDELINES

INTERACTIVE SESSIONS

At IEEE GLOBECOM 2014, interactive sessions are replacing the traditional poster-style presentations. You will present your work during the afternoon coffee break on a large television-style display, with the following properties:

- Screen dimensions: 70 cm (42 inches)
- Resolution: 1080p (1920x1080)
- Display from either
  - HDMI input (e.g. from your laptop) - we will supply one HDMI cable ONLY. If your laptop or other device does not provide HDMI output, you will need to bring any necessary adaptors; or
  - From a USB storage device - if you wish to use this option, you should prepare your interactive presentation as one or more JPEG images for "slideshow"-style presentation (we recommend you use the native resolution of the screen) OR in a common video format (e.g. AVI, MPEG). If you use JPEG images, use a relatively low compression level to maximize quality of text and line art.
- Note that the TV displays will be mounted in LANDSCAPE orientation, not the more traditional PORTRAIT orientation commonly used for conference poster displays.

Suggestions for a good interactive presentation:

1. The title of the interactive session should be displayed in large font, 36 - 60 point, to help the audience find your paper.
2. Your main point or conclusion should be in large font if it is not covered in the title.
3. A font below 18 point will be difficult for the audience to read. Try not to include any smaller print on your presentation.
4. Avoid large sections of text in all capitals; it can be difficult to read. Use capitals and/or BOLD to emphasize your point.
5. Display the highlights of your presentation in larger font, 24 - 40. Use color to emphasize the important points.
6. Pictures, charts and graphs are very effective when kept simple. Too much detail will obscure the main points. Use color!
7. Information flow is most effective if it is from left to right and top to bottom - as the presentation is interactive you don't need to cram it all on one page.
8. Your posted materials should be as self-explanatory as possible. Attract the audience's attention and then answer detailed questions.
9. Consider that the viewers will be two to three meters away from your material and adjust the print font, charts, graphs, and figures accordingly.
10. The audience will not have the time or the space to read pages of text.
11. The audience at these sessions will be walking around! They may want to visit several presentations during the session. If you are planning to give a presentation of your material it will probably have to be repeated several times as the audience changes. Keep it short, hit the high points and invite questions.
12. Some visitors may be very interested in your topic and will want to monopolize your session time with questions. This may turn away other visitors that are also interested. Recognize this as a factor and be prepared to acknowledge all visitors.
13. If you want to interact with certain audience members later, have cards with your contact information available.
14. Any supplemental materials (e.g. a paper) will be available in the Conference Proceedings that all attendees will have. Refer the audience to the supplemental materials for detailed information.