CONTENT OUTLINE TEMPLATE FOR LECTURES & WORKSHOPS
SPEAKER GUIDELINES FOR LIVE SESSIONS

For an engaging session, it is recommended that all items in the below template are included in your presentation.

1. **HQ Session Lead Introduction** (required – 1 minute) – A SWE HQ staff member assigned to your session will introduce the talk with a prepared script, including:
   - The title of your session.
   - Your name.
   - Q&A format – attendees will send questions via chat. During the last 15 minutes of the session, the moderator will ask questions to you from the chat.

   After this, the HQ Session Lead will hand the session over to you.

2. **Introduce Yourself** (1 minute) – Share your name and title along with why you are an expert on this topic.

3. **Introduce the Session** (30 seconds) – Introduce the topic of your session including:
   - What problem you are addressing?
   - Why it is relevant to WE20 attendees?

4. **Begin the Session with a Game** (no longer than 3 minutes) – Since live sessions are the main event, it is important to engage your attendees right at the start of the session. Use one of the options below or create your own!

   Remember to explain the rules to attendees beforehand.

<table>
<thead>
<tr>
<th>Game</th>
<th>How to Play</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would You Rather</td>
<td>Use Zoom polling or create a sli.do poll to play a Would You Rather game related to your session. Set-up a multiple-choice poll with two choices, and ask attendees which choice they would rather select. The more difficult the decision, the more fun the game!</td>
</tr>
<tr>
<td>Spot the Lie</td>
<td>Use Zoom polling or create a sli.do poll to play a Spot the Lie game related to your session. Set-up a multiple-choice poll with two true statements and one lie. Ask attendees to determine which choice is the lie.</td>
</tr>
<tr>
<td>Trivia</td>
<td>Use Zoom polling or create a sli.do poll to set-up trivia questions related to your session.</td>
</tr>
<tr>
<td>Jeopardy</td>
<td>This game takes planning and scripting. If you have more than one speaker, display webcams in a grid view and have your moderator ask 1-2 Jeopardy-style questions for the “contestants.” This works well if questions are related to the content. See an example here.</td>
</tr>
<tr>
<td>Polling: Get to</td>
<td>Use Zoom polling or create a sli.do poll to ask questions like:</td>
</tr>
<tr>
<td>Know You</td>
<td>- How long have you been a member of SWE?</td>
</tr>
<tr>
<td></td>
<td>- How familiar are you with AI concepts?</td>
</tr>
</tbody>
</table>

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5. **LEARNING OUTCOMES** (1 minute) – Share your learning outcomes. Learning outcomes should answer the question – what will learners be able to do after watching your session?
   - Because session times have been reduced, present the learning outcome(s) you feel will be the most relevant and appealing to the general WE20 attendee.
   - Refer the learning outcomes you submitted in SWE's online abstract management system and update as needed.

6. **DISCUSS A SOLUTION(S) TO THE IDENTIFIED PROBLEM** (20 minutes) – Your content should be presented in a problem-solution format. Define an important problem and share how attendees can address it – i.e. your learning outcomes.
   - It is often best to identify 1 or 2 strong solutions that learners can easily implement rather than many solutions.
   - Remember that attendees come from a variety of personal and career backgrounds. Recommend solutions that will appeal to SWE's diverse membership.

7. **BE ENGAGING!** [Click here for engagement best practices to use in your session.](#)

8. **CONCLUSION** (2 minutes) – Summarize your content, reminding attendees of the learning outcomes and the identified solution(s) and focusing on recommendations for how attendees can apply your session content. Remember to close with an exclamation point, not a question mark.

9. **SURVEY** (30 seconds) – Ask attendees to complete the WE20 session survey by either scanning the QR code or survey link included here and on the WE20 PPT template.

   *After the content, the HQ Session Lead will reintroduce themselves for Q&A.*

10. **Q&A** (15 minutes) – Attendees should ask questions using the Chat function in Zoom. The HQ Session Lead will pose questions from the chat to the speaker(s). Questions should be answered in a discussion-style format with no answer going over 2 minutes. Consider sharing your LinkedIn information for attendees with unanswered questions.

11. **END** – The HQ Session Lead will end the session for all speakers and attendees.
ENGAGEMENT BEST PRACTICES

- It's okay to “break the fourth wall” and have a human moment with your audience. Attendees do not expect perfection, but rather professionalism.
- Plan reflection questions throughout. Providing a short amount of time (2 – 3 seconds) for attendees to reflect on questions pulls them into the learning process.
- Ask attendees to write action items down.
- When possible, engage more than one speaker – have a discussion rather than a lecture.
- Present a problem, including why it is relevant to attendees, at the beginning of the presentation. Throughout the presentation, refer to the identified problem and provide key steps attendees can implement within their own lives.
- Stories are great to share!
- Use visuals, graphics and media more than text.

IN YOUR POWERPOINT

Keep the following in mind when creating your slide deck with the WE20 PPT Template:

- Use easy-to-read font (size 20 or bigger).
- Avoid unusual colors and busy backgrounds.
- Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide)
- Write in sentence fragments using key words.
- Limit the use of animations, builds, or effects.

RECOMMENDED READING & WATCHING

- 5 Tips for Delivering Great Zoom Presentation (5:50)
- How to Engage an Audience in a Presentation (5:37)
- Talk Nerdy to Me, Melissa Marshall (3:58)
- The Easiest Way to Add Visual Context