AWT Guidelines for Speakers

The guidelines listed below were developed to preserve the integrity of the educational experience and provide the best learning environment for our attendees. The educational sessions are an opportunity to provide valuable instruction and present non-commercial technical information. Data should be non-specific to a particular company or product. Commercial messages will be considered inappropriate and unacceptable.

1. Company trademarks and equipment model numbers should not be contained in papers or presentations. Also, the company name and logo should only appear on the first and last page of the paper and presentation.
2. Company products, as well as sales or promotional literature, should not be displayed in the session room, unless approved by AWT.
3. During the session, no attendees are to be solicited for the purpose of selling services or products. Such contacts may be made after the sessions end or during the exposition.
4. Presentations and papers should not make reference to rivals or competitors, unless the presenter and/or author has express permission from the other company.
5. Presentations, both written and oral, will not contain political overtones.
6. A speaker should not to imply that his/her opinions or statements represent the viewpoints of AWT, unless the speaker is an official representative for the Association.

The information on the following pages includes:
- Guidelines For Formatting Papers
  - Presenters might also refer to the following papers when developing material:
    - Informative and Factual Case Histories for Cooling Water Treatment Programs, http://www.awt.org/pub/9BB18345-035A-7107-3D0F-2FB5BA8566F6
    - Selection Guide For Successful Cooling Water Treatment Programs, http://www.awt.org/pub/0373B809-9687-2F47-45E5-32DB84E07BE2
- Guidelines For Formatting Presentations
- Guidelines For Creating an Effective Presentation
- Guidelines for Developing Visual Aids
- Tips and Checkpoints for Creating Presentations with a Punch

Guidelines For Formatting Papers

A. Font type and size
- Recommended font is Times New Roman, CG Times or equivalent serif font generally viewed as acceptable in business.
- Recommended point is 12.
- Script or other non-standard fonts are strongly discouraged.

B. Justification: Left justify, or left and right justified

C. Line spacing: Single space text; double space between paragraphs and main headings.

D. Paragraph: Do not indent paragraphs. Set paragraphs apart by double spacing between paragraphs.

E. Headings:
1. **Main Heading:** Main headings should be separated from other elements by a blank line above and below the heading. The heading should be centered, all caps, and in bold.
2. **First-level sub-heading:** Provide a blank line above the sub-heading, commence the heading at the left-hand margin and put it in all caps and bold. Do not run heading into paragraph but do not leave a blank line below the heading and the subsequent text body.
3. **Second-level sub-heading:** The second level sub-heading should also be separated from the above text by a blank line, but should be in both upper and lower case and bold. This heading should be run into the paragraph.

F. Footnotes: Footnotes should be noted with a superscript asterisk in the text at the point of reference. Type the footnote at the bottom of the page on which it applies, but within the allowed margin as set forth above. Preface the footnote text with an identifying asterisk. If there is more than one footnote on a page, identify each footnote with multiple asterisks.

G. References: References should be noted in the text with an Arabic numeral superscript at the relevant point. References should be numbered in consecutive order based on the order in which they appear in the text. See below for information on entering reference source in the reference element of the paper.

H. Equations: Center equation. Use standard rules for splitting equation if it is too long to fit on one line. On the far right margin, number each equation in consecutive order. Reference each equation in the text in a manner such as: "...refer to Eq.(1)."

I. Tables:
- Tables should be numbered consecutively and mentioned at the proper places within the text. Tables should be typewritten either at the end of the text or where appropriate in the text. However, you must be consistent with the way tables and figures are included. Tables that have been lettered (for use in visuals) will not be accepted for manuscripts.
- Tables must be numbered with Arabic numerals and given a title to avoid the necessity of a detailed description in the text. The table number and title should be centered above the table.
- The identity of data, the units of measurement and other qualifying information should be placed at the top of each column. Column headings should be brief, specific and clear. Where

space is limited, symbols may be used in place of headings and defined in a footnote.

- Special care should be taken in dealing with decimal quantities. The number "1.5" is not the same as "1.50" or "1.500." A measurement of "1.5" indicates accuracy to the nearest tenth whereas "1.50" indicates accuracy to the nearest one hundredth. It is good practice to use a zero before the decimal point where the value of the number is less than one.
- If as is preferable, a table is included as part of the text, it must be placed immediately after the paragraph in which it is first mentioned. If there is not enough room on that page for the entire table, the table should be placed at the top of the next page and the prior page should be filled with text.

J. Figures and Photographs
1.**Photographs**
Photographs must have good contrast. Photographs should follow the same rules below for other figures in regard to caption and numbering. Instead of submitting an original photograph, it is preferable is to make a high resolution gray-scale scan of the photograph and including the resulting TIFF image directly as one of the incorporated figures in the manuscript.

2. Figures
Figures include any line drawings and photographs as discussed above or any other computer generated image. Figures, when included within the manuscript, may be columnar or full page. All figures should be numbered consecutively and mentioned at the proper places in the body of the text (An alternative method is to include all the figures at the end of the manuscript.). The previously noted instructions for "Tables" also apply the placement of "Figures." Figures   must be numbered with Arabic numerals and given a caption to avoid the necessity of a   detailed description in the text. All figures should be placed in the text where they belong. Show **"Figure No. ___"** in bold in upper and lower case as illustrated and center this below the figure. On the next line, center and type the caption in upper and lower case. The following guidelines should assist your graphic artist in preparing your illustrations.

K. Page Numbers: Number each page using Arabic numbers. Preferred method is to place the number in the bottom center of the page, starting with page number 2 (assuming page 1 is the face page).

L. Acknowledgments: Acknowledgments are an optional element of the paper. If used, consider "Acknowledgment" as a main heading in the paper and insert it as the final heading of the body.

M. References: If applicable, the element word "References" should be typed as though it were a main heading as described above. Literature references should be listed at the end of the paper in the same order they appear in the text and in accordance with the following examples. When referring to:
1. Journal Article: Bellar, T. And J.J. Lichtenberg, J. Amer. Water Works Assoc. 66 739-44 (1974)
2. Book: R. Kunin, "Ion Exchange Resins", p. 88, Robert E. Krieger Publishing Company, Huntington, New York (1972)
3. Patent: Ralston, P.H. and G.B. Hatch. U.S. Patent 3,803,048

N. Proofreading: After completing the typed manuscript, please go back and proofread it very carefully. The manuscript is NOT proofread at AWT. Please check that every figure or table reference in the text has a corresponding figure or table. Check that every figure has a Figure caption and that the paper has a title sheet.

O. Email Procedure: Papers should be emailed to Morgan Prior at mprior@mgmtsol.com.

Guidelines For Formatting Presentations

A. General Instructions
1. **Time Limits:** Plan your oral presentation to meet the time limits published on your **Speaker Confirmation letter**. In most cases, you will have 20 to 30 minutes for your presentation and 5 to 10 minutes for questions and answers. The total time for each presentation and question/answer period is typically 30 to 40 minutes.

Time limits are critical and must be followed in order to keep the convention on schedule and be considerate of other speakers and the audience. Presenters should rehearse the presentation with the presentation aides (slides, power point scree ns, charts, etc.) so that you stay within the time allotted. The Moderator will help ensure that you stay on schedule during your presentation.

2. **Visuals:** Microsoft PowerPoint presentations are AWT's presentation standard guidelines for creating presentations and visuals are included herein. A Speaker Ready Room will be available at Convention for your convenience.

3. **Before the Session:** The morning before your presentation, there will be a time for presenters and the Moderator to discuss what will occur at the session, the author's biographical sketch, and any other pertinent information to provide the AWT members with a good educational experience.

4. **At the Session:** The Moderator will introduce each presenter based on information provided to AWT. The Moderator will set time limits, help you stay on track, and oversee the question and answer period.

B. Requirements and Deadlines for Presentations
All PowerPoint presentations must be submitted to AWT by **August 11, 2017.** Presenters should email PowerPoint presentations to mprior@mgmtsol.com. AWT will critically review the PowerPoint presentation to ensure that it conforms to the guidelines and standards noted herein. You may be asked to make changes as a condition of AWT's acceptance. Once the PowerPoint presentations are accepted by AWT, they will be converted into a protected print only format and be distributed to AWT Convention attendees.

C. Special Notes
   1. AWT discourages commercialism in Convention presentations and programs. You were selected because your presentation represents development in new or continuing technology that we believe will be important to our attendees. Your cooperation is necessary in maintaining our high technical standards, particularly in terms of not using trade names, but rather generic chemical/product names.

   2. In the introduction to the paper, it is desirable to present any relevant background information or historical perspective relative to the material being presented. Also, the use of references is encouraged.

Questions Regarding The Above Instructions Should Be Directed To:
Morgan Prior, mprior@mgmtsol.com
*Association of Water Technologies * 9707 Key West Avenue, Suite 100 * Rockville, MD 20850*

Guidelines for Creating an Effective Presentation

To ensure an effective presentation, please use the following guidelines:

1. **Define Objectives:** What is the purpose of your presentation? To persuade? To inspire? To inform? To instruct? When it's all over, what is it that you want the audience to do? Most important - what is in it for the audience?

2. **Design a Close:** Devote your creative energies up front to this important part of the presentation. Summarize your main points. You might consider memorizing the last two minutes so you go out with a bang.

3. **Create An Opening:** This is the second most important part of the presentation. A set-up for the close and a first impression of you. Consider memorizing the first 2 minutes to ward off butterflies and establish a flow.

4. **Outline The Body:** What is your story? Support your case with reasons, facts, proof, examples, references, etc. Sample approaches (use several) for presenting your topic are as follows:
   - Chronological
   - Topical (arranged by subject, e.g., water treatment, politics, transportation)
   - Categorical (arranged by categories within one subject)
   - Problem/Solution
   - Comparison/Contrast
   - Ideal versus Reality
   - Feature/Benefits
   - Old Way/New Way
   - Advantages/Disadvantages
   - Goal/Road map
   - Objectives/Answers

5. **Tailor to Your Audience:** Convey the perception that your presentation was created just for them.

6. **Create Cheat Sheets:** Do not read verbatim from a script.

7. **Rehearse:** Work out the kinks before the actual event.

8. **Designing Visual Aids:** Basic rules for good visuals:
   - Simplify
   - Translate numbers into pie charts, bar charts, or graphs
   - Minimize words. Don't use complete sentences. Use bullets only
   - Use pictures, graphs, symbols, and cartoons that relate to the subject
   - Only one key point per visual
   - The best visual is the real thing - next best is a picture of it

Guidelines for Designing Visual Aids

1. Always remember that slides and other visuals are used to complement your discussion, not vice versa. YOU are the primary visual. Before designing a visual, ask yourself if it's really necessary. Critique the visual: does it add to your overall presentation? Does it help communicate your message?

2. **Simplify.** Don't try to cram too much detail on one slide. If you cannot simplify the material to fit on one slide, use several slides. Present broad concepts or simplified versions of complex subjects only. If necessary, more complex or technical information should be distributed as handouts at the conclusion of your presentation.

3. Limit each slide to one main idea.

4. If possible, limit each slide to 15 to 20 words.

5. Do not use complete sentence or paragraphs. **Use Bullets Only**.

6. **Use variety** including different pictures, words (in bullet form), charts, bar graphs, diagrams and objects. The difference between a page full of numbers and a graph can be ten minutes of explanation.
    *   **Use Bar Charts** (either horizontal or vertical) to show comparisons.
    *   **Use Pie Charts** to show the relationship of parts to a whole.
    *   **Use Graphs** to show changes and trends over time.
    *   **Use Diagrams** to show complex structures or ideas.

7. Use duplicate slides when you need to refer to the same slide at different times during your presentation.

Tips and Checkpoints for Creating Presentations with a Punch

Five easy ways to punch up your next presentation with color are as follows:

1. **Use Color Consistently:** If you're creating a series of related images, keep the color of headings, legends, and backgrounds the same all the way through. Repeated viewing of consistent color choices helps your audience retain key points.

2. **Make Good Use of Bright Colors:** Use the brightest color in your palette to call attention to the most important picture element. Keep in mind however, that large areas of really bright, strong colors can be overpowering, and small areas of really light colors can be overlooked altogether.

3. **Keep It Simple:** With a few well-chosen colors, less is truly more. A maximum of five colors is a good rule of thumb; three to four colors is usually sufficient.

4. **Use Background Color to Enhance Text and Graphics:** To keep text legible, make sure it contrasts well with the background color. On a dark background, use light colored text. White and yellow text on a dark blue background work well for overheads.

5. **High-Contrast Colors Create Drama and Get Attention**: To call attention to a particular element, select colors that differ significantly in hue and brightness from the surrounding areas. Contrast dark and light, and bright and subdued colors to get your message noticed.

Checkpoints for Charts and Graphs
- Is it simpler?
- Is it balanced?
- Are the backgrounds distracting?
- Is there good contrast between background and data?
- Are the colors appropriate?
- Is it unified?
- Is there one concept per chart?
- Is it the best chart to explain the data?
- Are the grid lines drawn over the data elements?
- Are the colors and symbols used consistent throughout a series?

Checkpoint for Word Slides
- Are the slides too busy?
- Is there good contrast between text and background?
- Are the images balanced?
- Are there too many colors?
- Are the colors consistent throughout a series?
- Are there no more than a single typeface, two weights, and three sizes?
- Does the background distract from the message?
- Is there one topic per slide and one idea per line?