



PMI EMEA Congress 2018


Storyboard Review Process

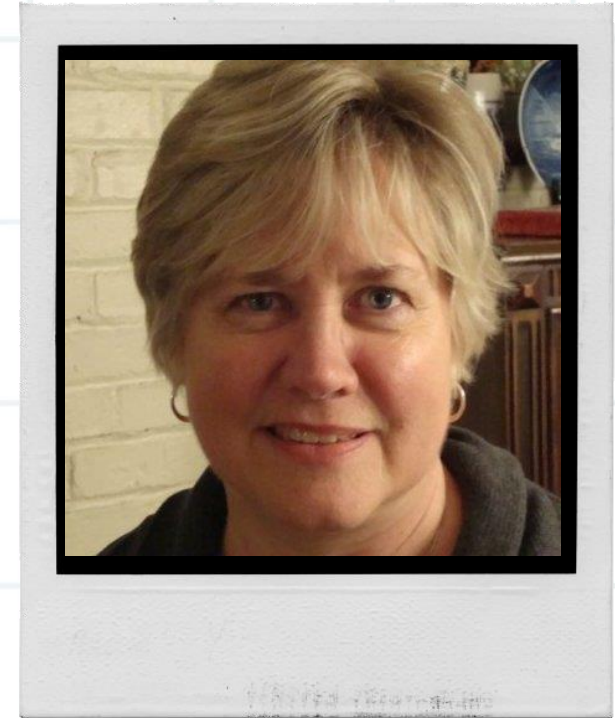
Julie Ho, Professional Development Delivery Specialist; PMI

The PMI Congress Team



Julie Ho

Professional Development
Delivery Specialist  [@julieho34](#)



Holly Stevens

Program Administration
Associate  [@hollystevens66](#)

Learning Objective(s)

At the conclusion of this webinar, participants will be able to:

- Describe the PMI EMEA Congress Audience
- Describe a quality EMEA Congress Presentation
- Understand the Storyboard Review and Scorecard Process

AGENDA

- Your Role as a Storyboard Reviewer
- Past Congress Attendee Feedback
- Elements of a Storyboard and How to Review
- Elements of a Scorecard
- Timeline for Review

Your Role as a Storyboard Reviewer

- First opportunity to view a Congress presentation
- Provide your expertise in the content
- Ensure alignment with the marketed title, description, learning objectives and audience level
- Offer recommendations or suggestion(s) to enhance the presentation.

PAST ATTENDEE EVALUATION FEEDBACK

2017 Feedback

MARKETING DESCRIPTIONS

- “The title was a bit misleading “
- “Session was interesting but did not fully match the description”
- “I wish there were some tangible takeaways because the learning objectives were enticing.”

TIMING

- “Session took longer than the allocated time, and was quite rushed at the end.”
- “This session was scheduled for 75 minutes but ended 15 minutes early.”

2017 Feedback (cont)

AUDIENCE ENGAGEMENT

- “Great speaker, a lot of passion and motivation. I felt that he was not only teaching he was involving us.”
- “Lost the audience by taking so many questions in the middle of the session. We came to hear you.”

SHARING OF REAL LIFE EXAMPLES VERSUS THEORY

- “The example used was over simplified and not addressing the real world projects.”
- “No take away messages or ideas after the presentation. Vague concepts, nothing new, no new proposals.”
- “Always good to be able to learn from other projects, and a presenter who thoroughly knows his presentation.”

Target Audience (2017)

Demographics

Congress: Over 700 Practitioners (excluding exhibitors)

74% of participants hold a PMI credential, 60% of participants hold a PMP

Top Industries Represented

IT | 16%
Consulting | 15%
Financial Services | 7%
Telecom | 7%

*Note: 18% of participants declined to respond
Respondents spread between 17 categories*

Ages Represented

70+ <1%	30-35 14%
55-69 9%	25-29 3%
45-54 31%	18-24 <1%
36-44 33%	

*Note: 10% of participants
declined to respond*

Additional Key Industries Represented

Aerospace	Technology	Consulting
Construction	Oil & Gas	Government
Energy	Healthcare	Financial Services
Manufacturing	& Pharmaceuticals	Telecommunications
Information	Automotive	Training

Work Titles (self-identified)

Chief Executive Officer (CEO)	4%
Chief Information Officer (CIO)	<1%
Director of Project Management/ Director of PMO	12%
Portfolio Manager	4%
Program Manager	13%
Project Manager III	8%
Project Manager II	8%
Project Manager I	17%
Project Management Specialist	4%
Project Management Consultant	5%



WHAT IS STORYBOARDING?

STEP #1 REVIEW THE STORYBOARD

Accessing the Storyboard & Scorecard

▲ 3: Presentation Storyboard

Stage 3: Presentation Storyboard (Current)

Storyboard Review Deadline: 5 business days upon receipt of storyboard

Upload your storyboard (in **Microsoft Word** format to allow for direct comments from SMEs on your document) using the file upload noted below. The Conference Team will be in contact with you within **two (2) business days of upload** to confirm receipt and will provide **next steps** regarding your virtual practice meeting with a Toastmaster.
SMEs will have five (5) business days to review your storyboard once it has been assigned.

Related Resources:

- [Instructions](#)
- [Storyboard Worksheet](#)
- [Sample Storyboard](#)
- [Webinar recording: Presentation Development & Delivery Program](#)
- [Speaker Toolkit](#)

Please upload a Microsoft Word completed storyboard.

Test Session_Storyboard.docx



The Global Conference Team is working with the PMI Social Team in raising awareness about your session. Consider submitting a **short video** of you describing what attendees will learn from your session. [Click here for details.](#)

Do you have a [Twitter](#) handle? If yes, please provide this information, as it will be shared with our social team.

Elements of a Storyboard Worksheet

PMI® Global Conference 2017 | [Presentation Storyboard Worksheet](#)

Session Title: <insert details from Global Conference Presenter's Platform>

Description: <insert details from Global Conference Presenter's Platform>

Audience Level: <insert details from Global Conference Presenter's Platform>

Learning Objective 1: <insert details from Global Conference Presenter's Platform>

Learning Objective 2: <insert details from Global Conference Presenter's Platform>

Keywords: <insert details from Global Conference Presenter's Platform>

Helpful Tip! The first 3 slides should entail WHAT the audience will gain during this presentation

Slide #	Script What are you going to say? How will you be describing the to activity?	Should address	Duration How many minutes will you be spending on this slide?	SME Feedback SME will use this column to provide feedback once the storyboard is uploaded
1				
2				
3				
4				
5				

What to look for in the storyboard

- Did the presenter share what the problem was within the first 3 - 5 rows of the Storyboard?
- Are there any topics that the presenter could spend more or less time on?
- Are there any topics that the presenter should include to enhance learning for the attendee?
- Does the storyboard include audience engagement activities?
- If no, is there any activity you could recommend that would encourage attendee engagement?
- Are the contents of this storyboard transferrable across industries?

Example of a Completed Storyboard Worksheet

PMI® Global Conference 2017 | Presentation Storyboard Worksheet

Session Title: Tools of Engagement

Description: The research on engaged employees having a positive impact on organizational effectiveness is overwhelming. Quite simply, higher engagement means higher productivity. The same is true for projects. In this session, you will pick up specific tools that will enable you to build trust, encourage creativity, and provide supportive feedback, so that you can build a fully engaged team that will help to ensure project success.


Audience Level: *Applied* - Focus on understanding existing knowledge; appropriate for those interested in using content in practical applications to master concepts.

Learning Objective 1: Apply outcome-focused tools to create an environment that fosters stakeholder and team member engagement.

Learning Objective 2: Practice interacting and communicating with stakeholders and team members in a manner that enhances productivity.

Subtopics: Change Management; Innovation; Talent Management

Duration: 75 minutes

Slide #	Script What are you going to say? How will you be describing the topic? Will there be an activity?	Slide or Presentation Aid Image of draft slide or a brief description. Description should address both text and visuals, if applicable.	Duration How many minutes will you be spending on this slide?	SME Feedback SME will use this column to provide feedback once the storyboard is uploaded
15	<p>It is so important to be aware of how you approach conversations. It's a practical tool but it begins with a mindset. It's helpful to think about how you are going to approach a conversation before you even begin that conversation.</p> <p>There are four things you can do to make sure your conversations are engaging.</p> <p>First is to Identify your assumptions and biases. What do you think and feel about the particular team members on your team?</p> <p>Are they smart or are they stupid?</p> <p>Are they resourceful or are they lazy?</p> <p>Are they individuals who have something worthwhile to contribute or are they simply hands and feet to get done what you need to get done?</p> <p>If you find yourself in that latter camp then you may need to do some introspection on "where am I coming from?" "What's my outlook?" And, "How can I bring myself to where I can see these people as contributors rather than just resources?" And that gets back to focusing on strengths.</p>	<p>How do you approach conversations?</p> <p>Identify assumptions & bias</p> 	1.5	One and half minute seems to be a very short amount of time, especially in this part where I think is a great occasion to get the audience engaged.

SAMPLE STORYBOARD (used with permission from Matt McCarty, mdmccarty9@gmail.com)

Step #2 – Upload and Complete Scorecard

1. Do you have a conflict of interest in reviewing this storyboard?

No

2. Please provide an overall rating of the contents of this storyboard. Please rate where 5 = "Excellent"; 4 = "Good"; 3 = "Average"; 2 = "Needs Improvement"; 1 = "Poor".

3

Comment

3. Does the marketed title and description match the contents of this storyboard?

No

Comment

yrdy

4. Does the storyboard meet its marketed learning objectives?

Yes

Comment

yrdy

5. Does the storyboard match the marketed audience level?

No

Comment

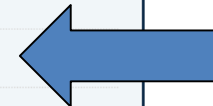
yrdy

6. Are the contents of this storyboard transferrable across industries?

No

Comment

Please upload the presenter's storyboard with your comments completed here.



Scorecard Questions

- Please provide an overall rating of the contents of this storyboard.
- Does the marketed title and description match the contents of this storyboard?
- Does the storyboard meet its marketed learning objectives?
- Are the contents of this storyboard transferrable across industries?

Scorecard Timeline

- 11 January – 5 February
Storyboards in development
- Scorecard Assignments to begin 15 January– 12 February
Respond within 5 business days.
- Feedback provided to Presenter

THANK YOU
event.speakers@pmi.org