PMI EMEA Congress 2018
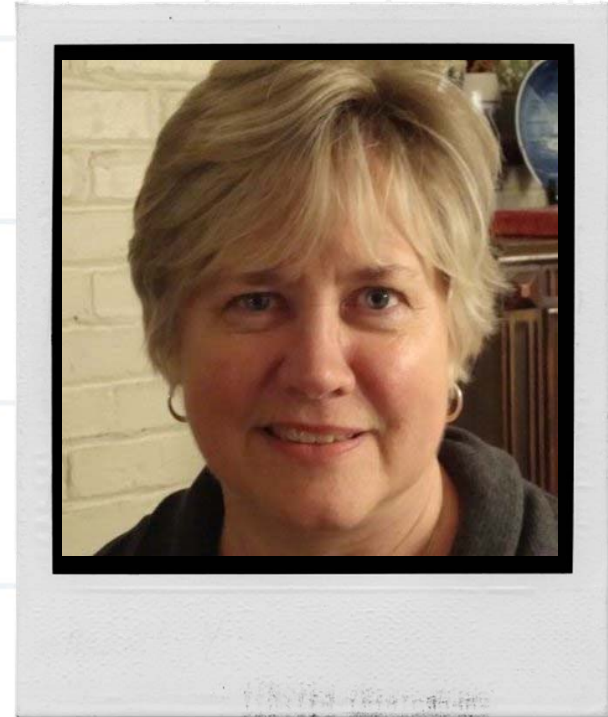## *Presentation Development and Delivery Program – Creating your Storyboard*

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Learning Objective(s)

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

- Understand the Congress Session Evaluation Process
- Describe the PMI EMEA Congress Audience
- Describe the elements related to creating a successful and quality presentation.

AGENDA

- EMEA Congress Session Evaluation Process

- 2017 Attendee Feedback

- EMEA Congress Attendee Demographic

- Presentation Development and Delivery Program

  – Storyboard

  – Virtual Presentation

- Development Timeline

- Status Update and Next Steps

EVALUATION PROCESS

Session Evaluation

- Overall, please rate this session.

- Did the title and description of this session accurately reflect the content delivered?

- Did the session meet the learning objectives listed in the event mobile app?

- Will you be able to apply the learnings from this presentation to your job?

- Was the presenter(s) engaging?

Example of an Overall Session Evaluation

OVERALL SESSION RATING(S)

Below is a summary of your session performance for each question as it is compared to the overall average rating of other sessions delivered at this year's Conference.

QUESTION	Your Session Average Rating	Overall Conference Session Average Rating
1. Overall, please rate this session.	3.3	4.1
2. Did the title and description of this session accurately reflect the content delivered?	3.4	4.2
3. Did the session meet the learning objectives listed in the mobile app?	3.5	4.2
4. Will you be able to apply the learnings from this presentation to your job?	3.4	4.0
5. Was the presenter(s) engaging?	3.5	4.2

KEY: Question 1: 1-poor, 2-fair, 3-average, 4-good, 5-excellent

Questions 2-5: 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree

PAST EVALUATION FEEDBACK

Constructive Feedback: What can we learn from this?

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."

Constructive Feedback: What can we learn from this?

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 & Pharmaceuticals	Financial Services
Manufacturing		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%

PRESENTATION DEVELOPMENT AND DELIVERY PROGRAM

Presentation Development and Delivery Program

Phase 1
Presentation Storyboard
16 January – 5 February

Phase 2
Virtual Practice Presentation
February - March

Phase 3
Final PowerPoint Presentation
Deadline 9 April

Phase 1A - Developing your Presentation Storyboard

What is Storyboarding?

- Scripting your story: what are you going to say? What are your talking points?

- What visuals will you want to use to support your story?

- Engaging the audience: Will there be any participant activities in this session? How will this be introduced and managed?

- Bring it all together: does your storyboard align to your marketed description?

Storyboard Worksheet

> Helpful Tip! Your first 3 slides should entail WHY the audience is **there with you.**

PMI® Global Conference 2017 | Presentation Storyboard Worksheet

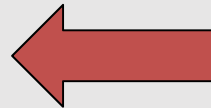Session Title: <insert details from Global Conference Presenter's Platform>
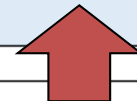Description: <insert details from Global Conference Presenter's Platform>
Audience Level: <insert details from Global Conference Presenter's Platform>
Learning Objective 1: <insert details from Global Conference Presenter's Platform>
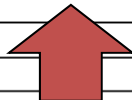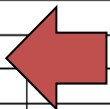Learning Objective 2: <insert details from Global Conference Presenter's Platform>
Keywords: <insert details from Global Conference Presenter's Platform>

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
1				
2				
3				
4				
5				

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	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. There are four things you can do to make sure your conversations are engaging. First is to Identify your assumptions and biases. What do you think and feel about the particular team members on your team? Are they smart or are they stupid? Are they resourceful or are they lazy? 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? 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.	How do you approach conversations? Identify assumptions & bias	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*)

Storyboard Instructions

PMI® EMEA Congress 2018
7-9 May | Berlin, Germany

Presentation Storyboard
Deadline to submit: 5 February 2018

Storyboarding allows presenters to begin scripting out their presentation. Benefits of storyboarding include mapping out talking points while ensuring alignment with marketed session description and learning objectives. Additionally, this gives you time to think about visuals that you will want to share and any activities you may want to use to engage with the audience.

Conceptually, this is similar to adding talking points to a PowerPoint. The difference is in the approach. When creating a PowerPoint, we all start with the visual on the screen and then add details to describe the visual. Storyboarding puts the emphasis on the story you are trying to tell without worry of the visuals. Once you are comfortable with the story, you can sit back and think of how visually you want to walk participants through your journey. Feel free to Google the concept—here is an article that we found useful.

STEP 1: Insert your final presentation title, description, audience level, learning objectives, and subtopics to your storyboard worksheet. You can copy this information from your session details by accessing the EMEA Congress Presenter's Platform.

Why is this needed? The information is being used to advertise your educational offering to Congress attendees. As you draft your storyboard, having this information readily available will ensure that the presentation matches what is marketed.

STEP 2: Create Your Presentation Storyboard
Using the storyboard worksheet, begin crafting your outline. Each row will serve as a single slide that will eventually develop into your PowerPoint Presentation.

There are four components of a storyboard.

Slide Number – number of the slide

Script – What are you going to say? How will you be describing the topic? Will there be an activity? This field should include all of your talking points. Since this is essentially a transcript of your session, it should be written in complete sentences.

Helpful Hint! Within the first 3 slides (excluding title slide), you should address why the audience is in the room with you. What is the problem that needed to be solved? This is your chance within the first few minutes together with the audience to capture their attention.

Are you planning an activity or group discussion? Be sure to include this detail in your storyboard and describe how you will introduce it or what materials you will need to drive audience participation.

Helpful Hint! Refrain from engaging your audience with a traditional "look at the person next to you and discuss XXX."

Example of a Storyboard

Session Title: PMI Global Conference – Your Role as a Conference Presenter
Description: This session is for confirmed presenters of Global Conference 2017. This session detail the role of a lead presenter and set expectations related to program development
Audience Level: Core
Learning Objective 1: Explain the role of a Lead Presenter
Learning Objective 2: Describe the PMI Conference Audience

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
5	3500+ project, program and portfolio professional are anticipated to join us in Chicago to learn and network over three days. + As a Conference presenter, it is important to understand the audience which you will be presenting to. As you can see from last year's attendance, those that attended the meeting represented various industries, have varying age ranges as well as hold different levels of responsibilities within their organizations. Additionally, 80% of last year's attendees are PMI credential holders, specifically 71% are PMPs. Keep these details in mind as you think about how your presentation will resonate and apply to the Conference attendee. We will be sharing tools (such as storyboarding) and best practices in preparing your presentation in the weeks/months ahead.		3 minutes	

Phase 1B – Reviewing your Storyboard

- Subject Matter Experts (SMEs) will be incorporated in the storyboarding process

- SME feedback will be shared with you in order to incorporate into your final Storyboard

- Once SME feedback is received, you will now progress to Phase 2 – Virtual Practice Presentation

Phase 2 – Virtual Practice Presentation

- Presenters will be paired with a PM Practitioner who is also a Toastmaster.

- Virtual practice scheduled based on availability and using Webex or similar to emulate participant experience.

- Draft PowerPoint slides should be delivered at least two business days before your meeting

PHASE 3 –
FINAL PRESENTATION

Upcoming EMEA Congress Programming Milestones *subject to change

- **15 January – Confirm Marketing Descriptions, Session Schedule and PDU designations**
- **16 January – Completed Storyboards can be uploaded to EMEA Congress Presenter's Platform**
- **5 February Deadline | Presentation Storyboards Due**
- **February - March | Live Virtual Presentation Meeting with a Toastmaster**
- **9 April | Final Presentation and Handouts Due**
- **25 April, 12:00pm ET | Live Webinar:** *What to Expect Onsite*
- **7 – 9 May| PMI EMEA Congress 2018,** bcc, Berlin, Germany

THANK YOU

Questions?
Event.speakers@pmi.org