



PMI Global Conference 2018


Presentation Development and Delivery Program – Creating your Storyboard

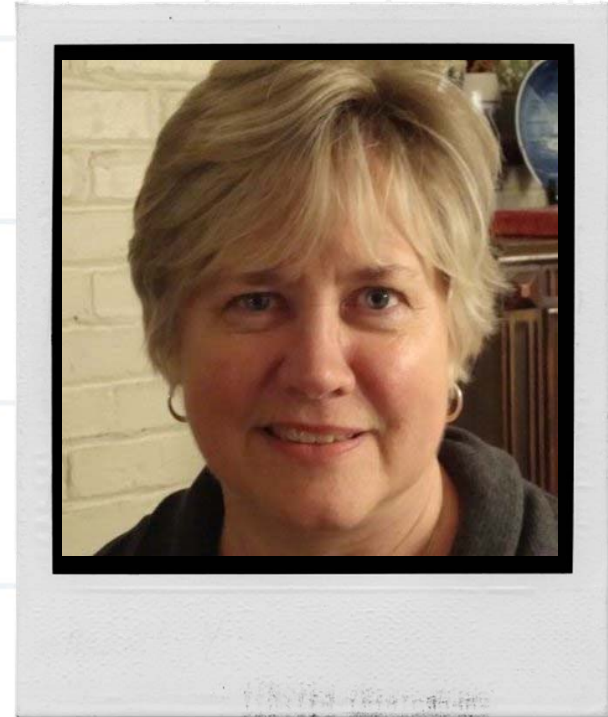
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Learning Objective(s)

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

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

AGENDA

- Global Conference Session Evaluation Process
- 2017 Attendee Feedback
- Global Conference 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 “
- “The session did a better job of defining the problem than offering strategies for mitigation.”
- “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.”
- “The speaker spent the first 1 hour setting the scene and didn’t hit the topic until the last 10 minutes.”

Constructive Feedback: What can we learn from this?

AUDIENCE ENGAGEMENT

- “The speaker made every effort to get the audience involved and asking questions.”
- “I left the session after 25 minutes because the speaker was not very engaged.”
- “Great presentation, very engaging and he kept the discussion very lively.”

SHARING OF REAL LIFE EXAMPLES VERSUS THEORY

- “The speaker only used PowerPoint and could have shown real examples.”
- “Disappointed in the session. Not a lot to take away or learn from.”
- “Terrific information, very well put together. Made it practical to take back and use on a day to day basis.”

Live Polling with PollEverywhere

- Ability to add a live polling interactivity to your presentation.
- Ensure understanding of the content covered during the presentation by posing questions relevant to the material or which highlight the points you want to emphasize.
- Participants can participate using their mobile device.
- The results are displayed immediately on the screen.
- Limit of two polls within a presentation.

Target Audience (Global Conference 2017)

2017 At a Glance

- Over **3400** practitioners & PMI Chapter volunteer leaders in Chicago, IL
- Over **79** Countries Represented
- Over **1,936** Organizations Represented
- **LIM: Over 1,000** global PMI Chapter Leaders*
- **Conference: Over 2,400** Practitioners
(includes SeminarsWorld participants & excludes exhibitors)
- **99%** of participants hold a PMI credential
- **69%** of participants hold a PMP

Top 10 Work Titles (self-identified)

- Business Analyst **15%**
- Project Controller **14%**
- PMO Manager **12%**
- Project Manager I **8%**
- Educator/Trainer **7%**
- Project Management Specialist **5%**
- Vice President **5%**
- Project Manager II **4%**
- Chief Information Officer (CIO) **4%**
- Product Manager **3%**



Key Fortune 500 Companies that attended Global Conference in 2017 include:

Amazon.com	eBay	Microsoft
AT&T	ExxonMobil	Nike
America Express	General Electric	Samsung
Boeing	General Motors	UnitedHealth
Cisco Systems	IBM	Group
CVS Health	Johnson & Johnson	Verizon
Deloitte	Liberty Mutual	Walmart

Regions Represented

Asia Pacific 4%	Latin America 6%
EMEA 6%	North America 84%

Top 10 Industries Represented

Aerospace & Defense 11%	Financial Services 8%
Other 11%	Legal 7%
Healthcare 9%	Energy, Oil & Gas 6%
HI Tech/Software 8%	Entertainment & Hospitality 4%
Education & Training 8%	Mining 4%

Ages Represented

70+ 18%	29 – 35 2%
55 – 69 30%	25 – 28 <1%
45 – 54 23%	18 – 24 10%
36 – 44 11%	

Note: 6% of participants declined to respond

PRESENTATION DEVELOPMENT AND DELIVERY PROGRAM

Presentation Development and Delivery Program

Phase 1
Presentation Storyboard
4 June – 9 July



Phase 2
Virtual Practice Presentation
July - August



Phase 3
Final PowerPoint Presentation
Deadline 7 September

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>

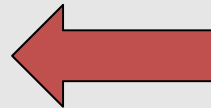
Description: <insert details from Global Conference Presenter's Platform>

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

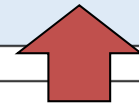
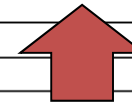
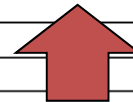
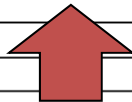
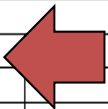
Learning Objective 1: <insert details from Global Conference Presenter's Platform>

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	<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)

Storyboard Instructions



Storyboard Instructions
Open 4 June – Close 9 July

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 [Global Conference Presenter's Platform](#).

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 Global Conference Programming Milestones *subject to change

- Monday, 21 May | Deadline for approval of Final Session Details
- Monday, 9 July | Presentation Storyboards Due
- July - August | Live Virtual Presentation Meeting with a Toastmaster *(complete by 27 August)*
- Monday, 27 August | Draft Presentation Due
- Friday, 7 September | Final Presentation and Handouts Due
- 6-8 October | PMI Global Conference – Los Angeles, California

THANK YOU

Questions?
Event.speakers@pmi.org