

PMI® EMEA Congress 2019

13-15 May | Dublin, Ireland



STORYBOARD INSTRUCTIONS

Open 10 January – Close 12 February

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: Add Session Details

Using the storyboard worksheet, 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 2019 Presenter's Platform](#).

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

STEP 2: Prepare Outline

Each row on the grid will serve as a single slide that will eventually develop into your PowerPoint presentation. There are four components of a storyboard for you to provide:

- (1) Slide Number** – number of the slide
- (2) 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.
- (3) Slide or Presentation Aid** - This field is where the image or visual will be placed. If you don't have the visual available yet, be sure to describe it, whether it is a graphic, chart, workflow, animation, etc. If you do have your image available, simply place it in this field.
- (4) Duration** – How long do you plan to spend on this slide?

Helpful Hints!

- (1) 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.
- (2) 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.
- (3) Refrain from engaging your audience with a traditional “look at the person next to you and discuss XXX.” Start off the session with a fun, engaging activity that “breaks the ice” as the individuals in the room most likely do not know one

another and will need an icebreaker to get them engaged. For example, the audience could be asked to regroup themselves by industry.

(4) What are the key takeaways from your presentation? Be sure to highlight any specific learnings that participants are able to use right away

(5) Be sure to know how long your session will be and plan to spend some time on audience question and answers. There is no easy answer on how many slides should be prepared for a 75-minute presentation, but before you begin drafting your storyboard, think about the speed in which you speak and focus on your topic and not the slideshow. You can view a sample storyboard [here](#).

STEP 3: Align Learning Objectives to the Storyboard

Once you have completed your storyboard, reference the learning objectives currently marketing your session. Does your storyboard align back to these learning objectives? Note the section before you begin your storyboard where you may indicate which slides are aligned to each learning objective.

STEP 4: Submit Storyboard

Please be sure to leave your storyboard worksheet as a Word document, as the worksheet will then transfer to a subject matter expert (SME) to review and they will be inserting their feedback directly onto your worksheet.

To submit your storyboard:

1. Visit the [EMEA Congress 2019 Presenter's Platform](#).
2. Click **Login** from the top toolbar
3. Enter your email address and password, and click the Login button. If you do not remember your password, you can reset it from this page
4. Select your **session title** to open the session details
5. Scroll to the bottom, where you will find a file upload field for your Storyboard. Click **Upload**, and select your file.
6. Click **Save and Submit**. You will receive an email confirmation that your upload was successful.

STEP 5: SME Feedback

Once your storyboard is received, it will be transferred to an SME selected from an audience of your peers who will review and provide feedback. This is the first opportunity to have your presentation previewed by your peers before presenting live.

Feedback will be generated within seven (7) business days of receipt of your storyboard. Once the feedback has been shared with you, you will then begin crafting your draft PowerPoint presentation using the official [PMI® EMEA Congress PowerPoint template](#).

Next Steps: Scheduling a Virtual Practice Presentation Meeting

A member of [Toastmasters International](#) who is also a PM will be reaching out to you within a few weeks to schedule a convenient time for your virtual practice presentation (to be completed before 1 April). A Toastmaster is a qualified coach who can provide communication style as well as presentation delivery feedback; in addition, this peer is familiar with project management. Your draft PowerPoint presentation will need to be readily available for this scheduled virtual practice.

Questions? Contact event.speakers@pmi.org