



PMI EMEA CONGRESS 2019

PRESENTATION DEVELOPMENT AND DELIVERY PROGRAM – CREATING YOUR STORYBOARD

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Learning Objectives

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

- Explain the session evaluation process
- Describe the event audience
- Describe the elements related to creating a successful and quality presentation.

Agenda

- Review session evaluation process
- Review past attendee feedback and attendee demographics
- Presentation Development and Delivery Programme
 - Storyboard
 - Virtual Presentation
- Final Presentation and Development Timeline

EVALUATION PROCESS

Session Evaluation

- Overall, please rate this session
- Did the title and description of the 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? (cont'd)

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 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.
- **APPROVAL NEEDED FROM PMI - contact us by 1 February!**

Target Audience

Organisations that Attended EMEA Congress in 2018 include:

Adobe	Google
Bayer AG	HSBC Bank
Boeing	Intel
Blizzard Entertainment	Microsoft
Caterpillar	National Wildlife Federation
Cisco Systems	Prometric
Deloitte	Roche
Ericsson	Saudi Electric Company
Facebook	Siemens
GE Power	Tetra Pak
GlaxoSmithKline	Tupperware

Top 10 Industries Represented

IT 15%
Consulting 14%
Financial Services 9%
Energy 8%
(Other) 7%
Telecom 6%
Pharma 6%
Healthcare 4%
Manufacturing 4%
Government 3%

Top 10 Work Titles (self-identified)



Project Manager	18%
Senior Project Manager	11%
Director of Project Management	6%
PMO Manager	6%
Project Management Consultant	5%
Chief Executive Officer (CEO)	5%
Portfolio Manager	3%
Project Lead	3%
Lead Project Manager	2%
Project Coordinator	2%

Regions Represented

Africa	3%
Asia Pacific	3%
Europe	71%
Latin America	2%
Middle East	13%
North America	9%

Ages Represented

70+	<1%	29 - 35	12%
55 - 69	11%	25 - 28	2%
45 - 54	27%	18 - 24	1%
36 - 44	25%	<i>Note: 21% of participants declined to respond</i>	

PRESENTATION DEVELOPMENT AND DELIVERY PROGRAMME

Presentation Development and Delivery Programme

PHASE 1	PHASE 2	PHASE 3
Storyboard Preparation and Review	Virtual Practice Presentation	Final PowerPoint Presentation
10 January – 12 February	12 February – 1 April	Deadline 15 April

Phase 1A – Developing your presentation storyboard

- **Script:** What are you going to say? What are your talking points?
- **Visuals:** What visuals will you want to use to support your story?
- **Audience Engagement:** If including participant activities in the session, how will these be introduced and managed?
- **Bringing it all together:** Is your storyboard aligned with your marketed title and description?

Elements of a Storyboard Worksheet

PMI® EMEA Congress 2019 | Presentation Storyboard Worksheet | Programme Theme: "Innovation Made Possible by a Project Manager"

Session Title: <Presenter-please insert details from EMEA Congress Presenter's Platform>

Description: <Presenter-please insert details from EMEA Congress Presenter's Platform>

Audience Level: <Presenter-please insert details from EMEA Congress Presenter's Platform>

Learning Objectives: <Presenter-please insert details from EMEA Congress Presenter's Platform>

Subtopics: <Presenter-please insert details from EMEA Congress Presenter's Platform>

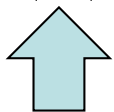
Session Length: 75 minutes

Slide #	Script What are you going to say? How will you be describing the topic? Will there be an activity?	Slide or Presentation Aid Insert image of draft slide or a brief description. Description should address both text and visuals, if applicable.	Duration # of minutes to spend on slide	SME Feedback SME will use this column to provide feedback on the your storyboard.
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Learning Objective Alignment - Please indicate which slides align to your learning objectives:

- Learning Objective 1: [Slides](#) | <add slide numbers here>
- Learning Objective 2: [Slides](#) | <add slide numbers here>

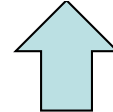
1				
2				
3				
4				



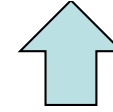
Slide #



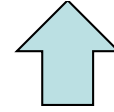
Talking Points



Visual Images



Time spent



SME Feedback

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	<p>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.</p>

Storyboard Instructions



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](#).

Phase 1B – Storyboard Review

- A Subject Matter Expert (SME) will review your storyboard and provide feedback such as their overall impression or to provide recommendations for improving the presentation.
- SME feedback will be shared with you so that you may incorporate it into the draft of your final presentation.
- A draft presentation may then be prepared and you will proceed to Phase 2 – Virtual Practice Presentation.

Phase 2 – Virtual Practice Presentation

- Presenters will be paired with a PM practitioner who is also a member of Toastmasters International.
- A virtual practice will be scheduled based on availability and using Webex or similar platform to emulate participant experience.
- A draft PowerPoint presentation is to be completed and delivered at least two (2) business days before your scheduled virtual practice.

PHASE 3 – FINAL PRESENTATION AND TIMELINE

Final Presentation

- You are requested to use the event's PowerPoint template which is available on the Speaker Toolkit.
- Instructions for uploading your final presentation will be provided at a later date.
- There will be pre-availability of presentations for registered meeting participants the week before the event.

Programming Timeline

- **10 January - 12 February** | Storyboard Preparation
- **12 February - 1 April** | Virtual Practice Sessions (draft PPT to be prepared in advance)
- **8 March** | Registration balance due (*if applicable*)
- **15 April** | Final PPT due
- **1 May** | Live Webinar: "*What to Know Before You Go*"
- **13-15 May** | PMI EMEA CONGRESS 2019 in Dublin



Any questions? Contact us at
event.speakers@pmi.org

