Best Practice Conference & European Crime

Guidelines for presenters

Approved by the EUCPN Management Board in 2014

Since one of the aims of the Best Practice Conference is to share and exchange knowledge and experiences, **all** submitters to the European Crime prevention award will have the opportunity to give a **short 10 min. presentation** on their project. These guidelines have been developed to provide guidance to speakers in the preparation of their presentation.

The presenter is preferably someone who:

- has significant knowledge on the subject. Preferably someone who was directly involved in the project so that possible questions from the audience can be answered clearly and accurately.
- is a good communicator (in English) with sufficient presentation skills (slow and steady talking, standing up straight and confident, eye contact with the audience,...).
- keeps strictly to the time limit.

General recommendations or presentation techniques:

- We recommend to use **slides** (e.g., PowerPoint) for clarity which should be sent to the conference organizers beforehand and/or be brought with you on a USB stick.
- We recommend to use **visuals** (graphs, pictures, images,...) on your slides rather than text; **avoid** putting **too much text** on your slides. [Tip: remember the 7x7 rule = no more than 7 lines per slide and no more than 7 words per line]
- **Avoid simply reading the text from the slides** (this is easier when you keep the text on your slides limited, as suggested in the previous recommendation). Your presentation will be more dynamic, sound more natural and it will be easier to keep the attention of the audience.

- 10 minutes is not long so remember that you cannot talk about everything. Make sure to focus on the **key message** you want to get across to the audience.

    - **Identify the key message**: For example, what is your project really about ('core business')? What main objective(s) did it have? What were the main activities? How was your project innovative? What has it achieved? How has it been evaluated? Why is it a great project?

    - **Avoid including too many details** (e.g. on the history of your project, on the funding, the regulations, the partners, etc.); they draw the attention away of the actual point of your presentation and 'eat up' your valuable time. Keep in mind that the audience is composed of experts who, most likely, have prior knowledge and experience regarding the topic. [Tip: make a first draft of your presentation, then go over it again and delete everything that is not essential to make your point.]

    - **Avoid introductory overviews** of what you are going to present, just start straight away with your actual presentation.

    - **Move to your main point/key message** as quickly as possible.

    - Make sure to mention your **contact details** so that people can contact you afterwards if they would like more information on your project.

- **Practice** your presentation a few times beforehand. Your talk will go more smoothly and will sound more spontaneous and interesting to the audience. Invite others to listen to you and ask their feedback.

Once you know your presentation (almost) by heart, **time yourself**. Keep adjusting your presentation until you are sure to stay under 10 minutes (it means 'deleting unnecessary information', not 'speaking faster'!). Just know that, when well presented and to the point, it may even take less than 10 minutes to leave a good impression of your project with the audience. [Tip: aim for not more than one slide per minute presentation, so a presentation of 10 minutes should have not more than 10 slides be composed of more than 10 slides.]

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EUCPN Secretariat

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