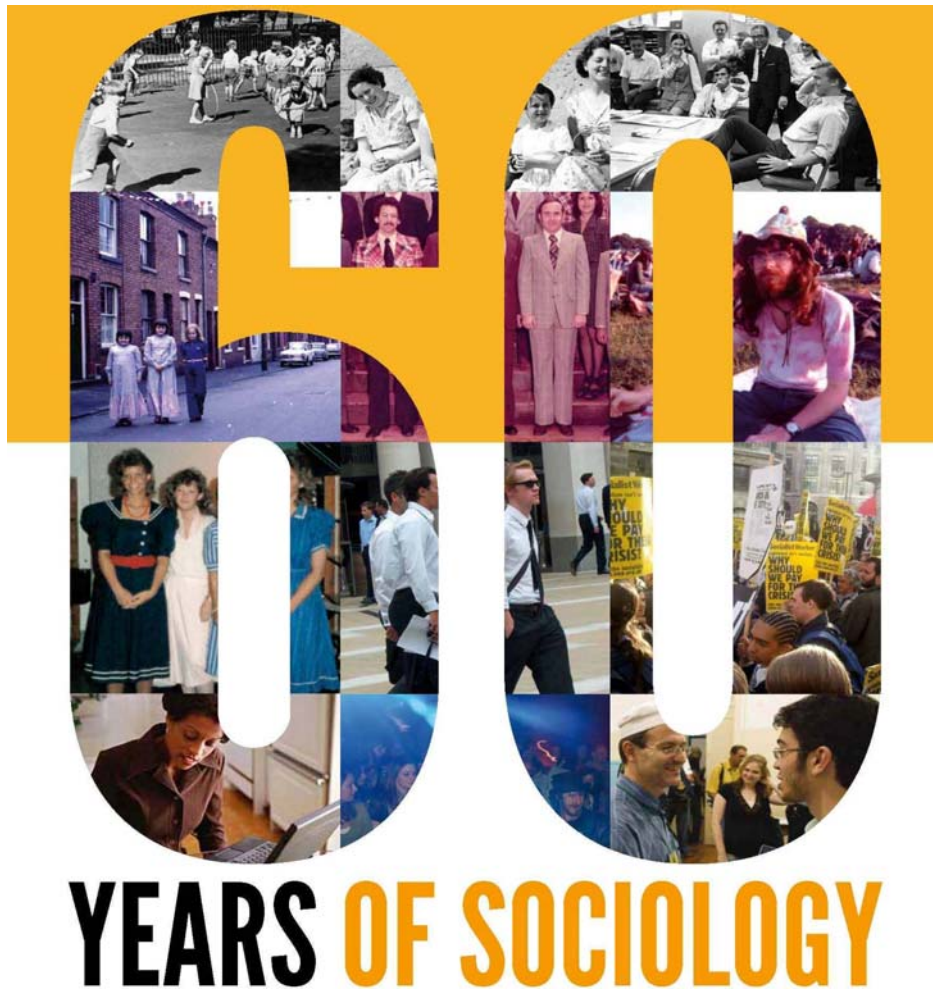


**The British Sociological Association
Annual Conference 2011**
Wednesday 6th - Friday 8th April 2011
London School of Economics, London
www.britisoc.co.uk



GUIDELINES FOR PRESENTERS



Thank you for agreeing to present at the BSA Annual Conference 2011. This information is provided to inform you of the conference speaker requirements and to help you to create an interesting and informative presentation using the facilities available

Accepting your invitation to present

We will begin informing presenters of their presentation slot by email from Tuesday 16th November, if you have not heard by Tuesday 30th November, please contact the BSA Office immediately bsaconference@britsoc.org.uk.

All presenters must register online before **24th January 2011**, and inform us of any special needs, queries or requests you may have. If you wish to discuss the theme and purpose of your presentation, please do not hesitate to contact the conference team.

You must then confirm your abstract text for the conference programme and provide the BSA with a copy of your full paper (optional).

Audio Visual and Technical Equipment

You should have already provided the BSA with details of your audio visual and technical requirements on your abstract submission form. If you have not done so, you need to do this before **1st February 2011** to ensure that this equipment is available for your use.

At London School of Economics each session room will have facilities to project images and sound from a computer onto a projection screen. You will not be required to bring your own laptop although it is possible to connect a laptop to the projector (via a standard monitor cable). Note that laptops will not have Internet access. If you have any difficulties using the equipment on the day you should inform a member of the conference audio visual team who will be able to assist you.

Bring your presentation to the conference on a CD or USB stick. Ideally, you should arrive early so you can upload your presentation onto the PC's hard drive or network file space (it is necessary to run a small utility programme to recognise a USB stick and assign a drive letter, so it's a good to avoid doing this mid-session).

Please note that the computers will have a Microsoft Windows operating system and **will not support Mac-produced presentations** unless they are saved in an appropriate format. Should you wish to bring your own Mac hardware we will try to help in any way possible but be aware that **we may not have Apple Mac expertise**.

Display materials and handouts

You may decide to bring books, reports, pamphlets, handouts, and other materials that may be of interest to the audience. Please be aware that this may disrupt your presentation. Session attendance is generally around 30-45 delegates while conference attendance can reach 500. Please note that the conference will not provide additional copying of materials, so plan accordingly. Speakers may provide materials to be included in delegate bags by contacting the BSA (bsaconference@britsoc.org.uk) before 25th February 2011.

Guidelines for successful presentations

- Timing: allow about 2 minutes per slide of normal complexity. You may be able to speak faster than that, but the audience won't be able to absorb it! The Chair has to be strict to time, including time for discussion, so please limit your presentation to approximately 10 slides.
- Previous delegate feedback shows that presentations need to be more accessible and need a clear structure.
- In a typical research talk, you should try to follow the same structure as your research did: main motivation and background, essentials of the method, main results and main conclusions.
- Please always show a Summary slide. Otherwise the audience tends to lose your overall message.
- Keep frames simple and clear. Use 24 point font minimum for text and a maximum of 25 words to a frame
- Keep the complexity of graphs and statistical data to the minimum. Remember your audience has limited time to familiarise themselves with your diagrams. Try to remove unnecessary data but provide full labelling and definitions of symbols.
- Tables of numbers usually don't come across very well (unless they're extremely simple).
- Please spell out each acronym at least once.
- Use colour rather than black and white but note that red/green colour-blindness is quite common. Try to minimise the use of these colours.
- Present charts, tables or histograms as white on strong blue background or similar contrasting colours
- Ensure frames are not too dark or lacking in contrast
- Highlight important data

Arriving at the conference

On arrival at the conference you should inform staff at the registration desk who you are and they will then provide you with any further information. If you have any problems with any of the arrangements then you should speak to someone on the conference team as soon as possible.

The presentation

Please do all you can to make your talk audible and visible to all delegates, speak clearly and not too fast. Please do not attempt to "read the paper" or to go through the argument in comprehensive detail - that's just not possible in the allocated time slot. Instead concentrate on a few key points.

Expect and be prepared for questions at the end of your presentation. Perhaps you could prepare a couple of suggested questions and answers for discussion.

Length of presentations

All oral presentations are allocated a 30-minute slot so you should plan to speak for 20 minutes and allow 10 minutes for comments and questions. Each session will be opened by a Chair who will introduce you as the speaker and then go on to act as a timekeeper, flashing up warning cards to indicate how much time you have remaining during your talk.

Checklist for speakers

Please use this checklist to confirm that you have done or have an awareness of what is required of you. If you have any concerns with any of the points below, please contact the conference team.

Please ensure you have:

- Registered online to attend the conference **before 24th January 2011.**
- Requested any audio visual and technical requirements **before 1st February 2011.**
- Confirmed your abstract text for the conference programme **before 1st February 2011.**
- Sent a copy of your full paper (optional) to the BSA **before 7th March 2011.**
- Produced any handouts required.
- Created your presentation and prepared for questions and discussion.
- Planned to arrive at the conference room of your presentation at least 5 minutes before the session starts.

Conference Contact Details

Liz Jackson or Jenny Cairns
The British Sociological Association
Bailey Suite, Palatine House,
Belmont Business Park,
Durham DH1 1TW
Tel: [+44] (0)191 383 0839
Email: bsaconference@britsoc.org.uk
