



WSRA Speaker Expectations and Hints for Success

Consider these questions when preparing your presentation:

- What story am I telling?
- Who are the main characters, and how can I make the audience care about them?
- Who is my audience?
- How does my story connect to the overall theme of the event?
- How does my story affect the recycling and solid waste industry?
- Where is the challenge? What is/could be the resolution?
- How can the recycling industry help me with my organization's goals and objectives?

Thank you for sharing your time and expertise with us!

Expectations

- A timeline and theme for preparation will be given to you. Please submit your slides in advance in case any changes need to be made. We will have the slides queued up at the event!
- Hold the microphone in front of your mouth (if provided). We want everyone to be able to hear you!
- Share a fun fact about yourself!
- Stick to the time span that has been set on the agenda. A moderator will help you keep track of the time.
- Have fun, interact and enjoy your audience- Welcome questions with open arms!



Hints for Success

Presentations Should:

- Be captivating and engaging.
- Focus on sharing your knowledge and expertise - avoid the sales pitch.
- Think outside the box! Don't assume you need to use a PowerPoint to tell your story. Experiment, shake it up!
- Provide a key take-away!
- Use compelling visuals.
- Use bold, easy to read text (for the audience to read, not the speaker!) highlighting key points only.
- Use everyday language - avoid acronyms and jargon - not everyone has the same expertise.
- Save time for Q&A – it allows the audience to fine tune the presentation to what THEY need.

