SOCIETY of EXPLORATION GEOPHYSICISTS

SPEAKER MANUAL
I. Introduction

Outstanding presentations require thought, planning, and careful delivery.

SEG and SPE would like to take this opportunity to express its appreciation for your contributions to the Technical Program of the Injection Induced Seismicity Workshop and your interest in participating. The industry looks to leaders like you for current information on new and improved exploration and development tools and techniques.

Exploration and development technology involves teamwork with many experts, often from different organizations and even different disciplines, contributing to the solution of natural resource problems. Consequently, exchange of technical information between experts is of vital importance. Communicating technical information with skill is critical to the success of that exchange. An author with an important point to make can bury it in poor paper construction or inadequately prepared graphic material.

This manual is intended to serve as a reminder of ways to make a presentation more effective for the intended audience. So, for your benefit and the benefit of your audience, we ask that you carefully study and apply the suggestions in this manual.

Poster presenters are given an opportunity to deliver an oral presentation from their poster space during the Technical Program. You should prepare a speech, and rehearse it before the meeting.

The Poster Session will take place Tuesday November 7th from 13:00-14:30. Presentation times within the designated session time will be informal in nature. There is no formal time allotted for each individual presentation. Presenters are encouraged to be prepared for questions and discussions.

II. CREATE AN EFFECTIVE PRESENTATION

Audience

You must capture the interest and attention of your audience. Even though they are your peers and colleagues, audience members must be won over to your particular point.

Identify your Objective

What is the purpose of your presentation? Are you going to inform the audience of a new tool, method, or technique; or demonstrate research findings? Write out your objective, keep it before you, and relate it to all of the material you are including in your presentation.

Unify the Presentation

Try to address a single, major point (a problem, issue, or question) and support the conclusion with a solution, premise, or proposition using examples of data, which relate to that point.

Organize your Information

Write out your presentation word for word. Keep in mind you are presenting something new. It is your job to keep the audience informed and make sure they understand what you are saying. You will not have time to digress for even a moment. If you lose the attention of your audience even once, you may never get it back. Organize your material and your visuals to flow logically from one point to the next. Explain how you came to each conclusion, and point out any change in direction or thought process. Be aware of the path on which you are leading the audience, and guide them with carefully planned, sequential material – each point naturally leading to the next until they arrive at your conclusion with an “of course!” feeling.

Write for the Ear

The audience will not have much time to digest and go over all of your material. You will be speaking at approximately 125 words per minute, and your audience is expected to hear and comprehend everything you say in 20 or less minutes. Please note, you may be asked to present several times within your designated session given the informal nature of the program. Remember to keep it simple, brief and consistent using visuals to enhance your presentation and increase audience comprehension. You should practice writing and speaking with fewer words. You’ll find brevity contributes to better organization of your material and vice versa. If a point can be adequately made in ten words, don’t use twenty.
Use Simple Language
A complex technology does not require complex language. Successful communicators use simplified language, especially in an international setting. Your audience has an extremely high level of sophistication and education—they know and understand the same “state of the art” words and phrases you do. Remember the idea(s) you are trying to convey may be new and complex, and time for the audience to assimilate them is limited. Provide your audience with the most commonly used words and phrases. When a difficult concept arises, use several brief definitions and explanations to clarify your point.

Repeat the Key Point or Conclusion
The speech model (tell them what you’re going to tell them, then tell them, then sum it up by telling them what you told them) is excellent to keep in mind when preparing or adapting a paper for oral presentation. Again, if the subject is complex, make your point more than once, from a different angle each time. State the relevance of your presentation to the exploration industry.

Humor
The use of a little humor, especially in technical papers, can provide a welcome change of pace for your audience. Humor keeps things interesting, and helps the audience stay attuned to your speech. Don’t tell a joke or story unless it is brief and relevant to your presentation. Long jokes and stories, even when relevant, are normally counter-productive and take away valuable presentation time. Remember your audience is an international audience of both genders with vastly varied social and religious views. Make sure you don’t offend anyone.

Be in the Audience
Listen to your presentation as you read it over and consider the following:
• Will the point(s) you are making be absolutely clear to everyone?
• Is all of the material (both oral and visual) relevant to your central theme?
• Does the language used make the point clear?
• Can a viewer understand the objective, method, and conclusion of your displays without oral explanation?
• Is all of the material organized to flow logically from one point to the next, straight through to the conclusion?

Dress Rehearsal
Get feedback from others on the clarity of your presentation and on how well you are communicating, both visually and orally. A good way to check oral delivery and vocal mannerisms is to record your presentation on video and play it back to yourself and another person. Then you will be able to make notes and improve on your presentation.

III. ILLUSTRATE YOUR MESSAGE
Effective visuals attract audiences and encourage active listening.

Too many speakers fail to realize the importance of the visual portion of their presentation. Consider the following for a moment:
• Studies repeatedly have shown that an audience generally understands and remembers approximately 25% to 30% of what they hear, but approximately 60% to 70% of what they see.
• Relevant, well-prepared visuals can enhance the success of your presentation. Poor visuals can destroy an otherwise excellent presentation. Make your visuals work for you — not against you.
The oral presentation provides the “road map” which gives unity, direction, and relevance to a presentation. Visuals illustrate, explain, and clarify the oral presentation and provide a mental change of pace for the audience.

A poster presenter has a distinct advantage in that viewers can study visuals for as long as they like. The oral presentation should be supplementary in nature. When responding to questions, involve your display as much as possible. A good poster presentation must stand as a coherent whole, flow logically, and be presented clearly.

Carefully prepare your poster presentation, as groups of people may stand some distances from the station to hear and view the presentation. It must be well organized and self-explanatory. If your graphic material is not legible from a normal audience viewing distance, it should be redesigned for your presentation.

Convention suggest that the line of thought should proceed from upper left to lower right. In order to attract attention, the title, purpose, and conclusions should be emphasized using color, print size, and location. Poster presentations should avoid excessive detail.

**Audience Readability Test**
Affix the graphic you are using to a wall. Measure the widest dimension in inches and back away from the visual six times that figure. If a person with normal eyesight can “read” everything at that distance, your visual should be acceptable. Some specific suggestions for designing a poster presentation:

1. Include objectives, methods, and conclusions on your poster. All of this can be accomplished on one poster or, more effectively, on two posters with objectives and methods outlined on the left (when facing the poster), and conclusions displayed on the right.
2. Have copies of your abstract or an expanded explanation of your objectives, methods, and conclusions available as handouts (SEG does not provide copies, handouts, or funding).
3. Let the illustration speak for itself. You will not always be available to answer questions. Keep in mind that the viewer may not be familiar with the subject. Before you display a graphic, consider the following:
   a. Is it required to get the message across?
   b. Is it simple and uncluttered?
   c. Can it be read and understood from a distance of 3 to 4 feet?
   d. Does the message flow from one illustration to the next?
   e. Are the objectives, analyses and/or procedures, and conclusions clearly stated?
   f. Use a minimum number of grid lines. Keep grid lines light; don’t allow them to cut across text or data symbols.
   g. Make the curves of important outlines heavy.
   h. Minimize legends and captions.
   i. If an illustration is necessary but very complex, determine its essential elements and have it redrafted using only those elements.
   j. In order to make the poster as self-explanatory as possible, illustrations should be simple, large, and clearly labeled.
4. Use color. Color attracts attention and enhances the illustration. Colors can easily differentiate zones on maps or highlight curves on drawings. Using a dark background with lines or line drawings in bright colors is very effective. Avoid large areas of white. The use of color is almost always effective in organizing ideas and data into groups of information that can be assimilated quickly.
5. Make display lettering (titles, etc.) large enough to be read from a distance of 10 to 15 feet for viewing from a distance. Your design should attract viewers from 10 to 15 feet away while providing good readability at the 3-to-4-foot range. **THE USE OF 8½” X 11″ TYPEWRITTEN TEXT IS NOT ACCEPTABLE.**
6. Use your space. Each station will have one board 4 feet high by 8 feet wide (1.2 meters high by 2.4 meters wide) with a surface areas that is 3 feet and 10 inches high by 7 feet and 10 inches wide. SEG will not provide title and author cards.

**IV. OTHER TYPES OF VISUALS**
You may choose to incorporate a flip chart, computer, or other visuals into your presentation at your own expense. If so, you should take into consideration the security of specialized equipment and consider whether it should be left unattended. While SEG provides general security for all meeting areas, the security and safety of such equipment is not SEG’s responsibility.

**V. GETTING MAXIMUM BENEFIT OF YOUR VISUALS**
When the visual is first referred to, allow the audience several seconds to study the visual before talking about it. The audience may find it difficult to study and listen at the same time. This is another reason for keeping visuals simple. If the visual requires extended study, the audience must choose between understanding the visual and listening to you.
Use a pointer. This will allow more of your audience to see the visual being discussed. To identify a specific area, use a distinguishing mark or color that calls attention to the area or feature you wish to emphasize.

VI. SEG ANNUAL MEETING TECHNICAL PROGRAM POSTER ASSISTANCE BOOTH
Push pins and velcro will be provided by SEG to hang posters.