



2022 WE Local Content Outline

Instructions: Use the steps below to create your 2022 WE Local session. All referenced materials are available for download on the 2022 WE Local Speaker Resource page.



- Review the Best Practices for Accessible Presentations resource.**
- Use the 2022 WE Local PowerPoint Template.**
- Introduce Yourself.** Share your background and expertise with the topic.
- Introducing the Session.**
 - ◆ What problem are you addressing? Why
Is it relevant to WE Local attendees?
 - ◆ Learning outcomes: what will learners be able to do after participating in your session?
- Identify 2-3 Solutions to the Identified Problem.** Attendees come from a variety of personal and career backgrounds. Recommend solutions that appeal to SWE's diverse membership.
- Prepare a Conclusion.** Summarize Content reminding attendees of the stated learning outcomes
- Encourage Attendees to Rate Your Session.** Let attendees know they can rate your session in the SWE Events App.



Engagement Best Practices

- ◆ Present a problem, including why it is relevant to attendees, at the beginning of the presentation. Throughout the presentation, refer to the identified problem and provide key steps attendees can implement within their own lives.
- ◆ Stories are great to share!
- ◆ Plan reflection questions throughout – providing a short amount of time (2 – 3 seconds) for attendees to reflect on questions pulls them into the learning process.
- ◆ Ask attendees to write action items down.
- ◆ Use visuals, graphics and media more than text.
- ◆ Panels can present content in game show format where the moderator asks questions and panelists answer questions. Be sure to plan out a script beforehand carefully.

Your PowerPoint Slides

- ◆ Keep slides simple and clean.
- ◆ Use easy-to-read font (size 20 or bigger).
- ◆ Avoid unusual colors and busy backgrounds.
- ◆ Keep text to a minimum (6-8 lines per slide, no more than 30 words per slide)
- ◆ Write in sentence fragments using keywords.
- ◆ Limit the use of animations, builds, or effects.