

ATCAVE Presentation Guidelines

The role of a presenter is to communicate key ideas through rich commentary. The presenter should think carefully about major themes, what members of the audience would find most useful, and how the topic fits into the session's overall themes. CTAWWA offers the following guidelines for technical program presentations:

Presentation Submission Schedule

- Submit a 90% presentation and to the moderator by February 26, 2026 in advance of the start of ATCAVE
- Submit 100% presentation 48-hours prior to your session.
- Arrive at your conference session at least 15 minutes before the start of the whole session

Content

- Information presented shall be truthful and accurate.
- Presentations must have technical and/or educational content relevant to the assigned topic.
- Presentations shall not be a sales pitch for a particular product or company.
- It is acceptable to reference specific products or service providers provided:
 - The presentation has general technical information that can be used by audience members, without reference to a specific product or service.
 - Specific product or service information is less than 20% of the overall presentation.
- A manufacturer / supplier presentation must include relevant case studies where their product was implemented to meet specific needs.
- Reference to competitive products/services for comparison purposes may be acceptable if provided in generic form. Negative commentary on specific brand names is not acceptable.

Format

- Plan your presentation carefully. Allotted time must include presentation, questions, and discussion. A common rule of thumb is approximately 1 minute per slide.
- Prepare slides in [standard format of 4:3 aspect ratio. widescreen 16:9 ratio].
- Keep it simple. Rule of thumb is no more than 5-7 key points on a slide.
- Consider readability:
 - Avoid cluttering a slide with too much text, graphics, or color. Leave empty space around the text and graphical images. Pick graphics that can be read by the audience.
 - Content text size should be no smaller than 24 pts. Footnotes should be no smaller than 18 pts. Pick legible fonts. Avoid script or decorative fonts.
 - Be mindful of color. Avoid using light text on light backgrounds. Dark slides with light colored text are recommended.
- Avoid animation.
- Proofread each slide or have an associate or colleague review for errors.

Delivery

- Refrain from crude, inappropriate, or offensive language.
- Rehearse your oral presentation to get a realistic sense of timing.
- Practice with someone who has never seen your presentation. Ask them for honest feedback about colors, content and any effects or graphic images you've included.

- Face the audience and speak clearly into the microphone while presenting. If an attendee asks a question without the use of an audience microphone, repeat their question to help other attendees hear it more clearly.
- Watch for a signal from the moderator that your allotted time is getting short or has been used up. Wrap up your presentation in a timely manner. If your presentation goes excessively long, the moderator may have to ask you to end your presentation.