**TEACHING AND LEARNING INNOVATIONS SERIES**

**PRESENTERS’ GUIDELINES**

**RATIONALE**: As a presenter, whether you are aware of it or not, you model teaching strategies, and obviously these strategies should reflect best practices.

1. **AUDIENCE**: college instructors

2. **LENGTH**: about as long as a typical EKU class—50 to 75 minutes.

2. **FOCUS**: while you must present information, the emphasis should not be on the quantity of information, but on its most crucial pieces—i.e., fundamental and powerful concepts—and why they should be important to your audience. Iterate these key concepts as repetition aids learning. Moreover, your action goal should be to have your audience apply this information.

3. **METHODOLOGY**: use active learning. Obviously a lecture would be inappropriate because it promotes passivity, but a 10-12 minute mini-lecture (the length of the average attention span) might serve you well. Also . . .

* Be interactive. Asks questions, invite questions.
* Try case studies over large generalizations.
* Provide exercises. Try pairing and sharing or writing.
* Emphasize Bloom’s higher order skills of analyzing, applying, assessing, and creating.
* Invite reflection at any time in the presentation.
* Tie what you are presenting to things you think your audience already knows.

4. **TECHNOLOGY**:

* A PowerPoint with everything you are saying is less effective than slides with key terms or aural or visual emphases (e.g., cartoons, songs, speech excerpts).
* Unless the presentation’s focus is placed upon a specific hardware or software, the technology should be more a contributor to the presentation than pure sizzle.

5. **ENTERTAINMENT FACTOR**: Humor and pop allusions (something your audience already knows) create rapport.

6. **COMMUNICATION FACTOR**. Speak slowly and clearly. Make eye contact. If you know any of your audience’s names, use them. Move around: try to face everyone in the room.