



PRESENTER GUIDELINES

[TESOL Convention Webpage](#)

[TESOL Convention Presenters Webpage](#)

1. Annual Convention Overview	2
2. Logistics	2
Important Dates	2
Registration Information	3
Handouts	3
A Word on PowerPoint	4
AV Orders	5
Making Your Travel Arrangements	5
Housing Information	6
3. Get The Word Out	7
4. Presentation Tips & Tricks	7
Know your audience	8
What do attendees expect?	8
Statistics from 2013 annual convention	9
Quick tips	10
5. Thank You!	11
6. Contact Information	11

1. INTERNATIONAL CONVENTION OVERVIEW

The [2014 International Convention & English Language Expo](#) features:

- More than 900 sessions on all aspects of ESL/EFL teaching
- Outstanding general sessions
- Poster sessions
- Peer-to-peer roundtable discussions
- Job MarketPlace
- Electronic Village
- The English Language Expo featuring more than 130 exhibitors
- Plus networking opportunities!

All education sessions at the TESOL International Convention will take place at the [Oregon Convention Center](#) in Portland, Oregon, USA.

Oregon Convention Center
777 NE Martin Luther King Jr Blvd
Portland, OR 97232
(503) 235-7575
<http://www.oregoncc.org>

2. LOGISTICS

Important Dates

Action Items	Due Date
Accept Speaker Agreement ¹	3 June 2013
Read Speaker Manual ²	31 October 2013
Submit A/V Orders	30 November 2013 (if necessary)
Register for Convention	26 March 2014 (3 February for best price)
Reserve a Hotel Room	21 February 2014
Upload Handouts ³	20 March 2014

¹You completed this item when you submitted your proposal.

²Yes, it's lengthy, but it's worth reading. It will help you prepare a successful session!

³Upload your handouts using the [Precis system](#).

Registration Information

Register online at the [TESOL convention web page](#).

Handouts

This convention is paper-lite for handouts. TESOL is trying to reduce the amount of paper used at the annual convention, so the TESOL 2014 will be paper-lite for session handouts. Along with greening TESOL events, this policy will also increase the quality and timeliness of the resources. Electronic handouts will be available online on the convention website before, during, and after the convention.

Please note, however, that *paper-lite* does not mean *paper free*. Although TESOL will not provide printed handouts, attendees will still receive a detailed program book with session information, and exhibitors may hand out brochures and flyers.

Please prepare your session with the assumption that attendees will **not** have your materials in front of them during your presentation. Some may have downloaded and printed your handouts in advance, but others may prefer to download them later and take notes. **Attendees do expect handouts, however, so please meet the deadline of 20 March 2014.**

Handout Guidelines

- Handout should be 10 pages or less
- Work with your co-presenters to develop one cohesive handout
- Please convert all handouts to PDF files before [uploading](#)
- Upload your handouts using the [Precis system](#)
- You are encouraged to upload more than just a PowerPoint. Attendees appreciate resources that they can use in the classroom, such as tools, checklists, guides, and other practical information.
- If you do submit a PowerPoint, please set it to print 3–4 slides per page and then save as a PDF before uploading. (Please see note below about PowerPoint.)

A Word on PowerPoint

PowerPoint should complement the presentation, not take the place of it. Please use slides that

- visually support the presentation
- contain no more text than is necessary
- do more than merely provide the text of the presentation

Please do not simply read your slides aloud. Instead, try to find unique ways to engage audience members and generate interaction. Remember that attendees want to learn from you and want you to do well. It's a good idea to rehearse your information so you won't have to lean on your slides.

Room Set and Audiovisual Equipment Orders

Each session room will be set with the following:

- LCD Projector and screen
- Wired or wireless podium microphone
- Most rooms will be set theater style; some will be set classroom style
- **TESOL does not provide laptops.** Please plan to bring your own or order one from the audiovisual company.
- If you are presenting with another person, please work together to submit one audiovisual order form.

If you need audio visual equipment beyond what is listed above, submit your audiovisual orders by 30 November 2013 via the online form on the [presenter Webpage](#).

Travel Arrangements

For information on travel and housing, please visit the [TESOL convention Webpage](#).

Book Your Airline Ticket With ATC Official Travel Service

TESOL has partnered with [Association Travel Concepts](#) (ATC) to offer you the smoothest travel accommodations possible. The [ATC Travel Center](#) is your one

stop for making reservations and adding excitement to your travel plans. ATC offers

- 24/7 online access
- 5% off applicable classes of service for tickets purchased more than 30 days in advance. (Restrictions apply and not all classes of service are eligible.)
- Compare your fare against hundreds of others sites
- Low fare search options and price match guarantee (price match guarantee offered through online booking only)
- Advanced seat assignment and special meal requests
- Frequent flier program updates
- Low US\$12 service fee

Housing Information

You must [register for the convention](#) before you make hotel reservations. If you register [online](#), you will be invited to reserve your hotel room during the registration process.

If you are registering by mail or fax, please download the [hotel reservation form](#) and include the completed form with your registration packet. For your reference, the housing options available through TESOL are listed on the [convention website](#). A map with all the hotel locations is also available for [download](#).

3. GET THE WORD OUT

Twitter: Follow the TESOL 2014 convention on [Twitter](#) and post using the hashtag #TESOL14.

Facebook: Follow the conversation on the official [TESOL convention Facebook page](#) and post about your session. To post you'll have to "Like" the page, if you haven't already.

Video: Do you have a video about your session that you want to share? [Send it to TESOL](#) so that we can promote your session on [TESOL's YouTube channel](#).

4. PRESENTATION TIPS & TRICKS

TESOL is pleased to give you this opportunity to present, but, as you know, it comes with serious responsibility. The association promises to provide convention attendees with an exceptional experience, and that promise extends to all the sessions within the conference. The audience trusts that the sessions TESOL has selected will be excellent learning experiences, and, in turn, TESOL trusts that you will be fully prepared to deliver on that promise.

TESOL wants you to do well. As you plan your session, think about programs you have attended that worked well and follow those examples. Similarly, if you recall a session that you attended in the past that was not successful, learn from those mistakes!

Below is a list of best practices to help you create a successful session.

- In your opening remarks, introduce yourself and mention the name and the purpose of the session.
- Attendees expect your presentation to reflect the description used to promote your session. Please ensure that it does.
- Stand up when presenting, even if you are part of a panel discussion.
- Always use your microphone, and repeat all questions from attendees.
- Engage session attendees as active learners rather than passive listeners.
- Provide plenty of opportunities for attendees to ask questions, interact with each other, and apply the concepts you are presenting.
- Provide resources and handout materials in advance of your session.
- Be energetic and enthusiastic! Attendees will feed off your energy, which will make the learning experience more useful and rewarding.
- Comply with all program-related deadlines provided by TESOL, including but not limited to deadlines for handouts, A/V orders, etc.

- Do not engage in any type of promotional marketing or selling or any product or service.
- Agree to notify TESOL immediately in event that an emergency should prevent you from meeting your obligation to present.

Know Your Audience

Who attends the TESOL convention?

The attendees are primarily from higher education and elementary education, and they represent all job functions in the field. Consultants and exhibitors also attend.

What do attendees expect?

All attendees value openness and diversity of thinking as they tackle real issues in the classroom. They want substance and knowledge they can immediately put in to practice. All are looking for new ways to solve their current challenges and for ways to push their students, programs, and institutions toward better outcomes.

What your attendees will remember

- What they actually did in your session, not what they saw or heard
- Exercises that demonstrated your point
- Stories and examples that painted a mental picture
- Particularly powerful metaphors that can serve as reminders
- Small group discussion of key points
- Interaction with peers

What your attendees won't remember

- Your incredible statistics, even though such facts will build your credibility
- Most of your jokes, although giving them a few laughs will make them more receptive to your information and thinking

- How eloquent you were, although your clarity of thought will help them comprehend what you are trying to say

It's all about Numbers

How many people will be in your session?

The average session will have 65–85 attendees. Some will have more; some will have less. Each room will be set for the room's maximum capacity.

Statistics from the 2013 International Convention

In 2013, roughly 6,500 people, including ESOL professionals and exhibitors, attended the convention. Attendees came from 92 countries. Below is a breakdown.

- 30% were ESL/EFL instructors
- 13% were ESL/EFL educators
- 4% were mainstream educators
- 4% were in applied linguistics
- 2% were bilingual educators
- 3% were TEFL/TESL instructors
- 6% were TEFL/TESL educators

Attendees represented a variety of areas of work.

- 16% work in a 4 year college
- 11% work as graduate or post graduate students
- 8% work in an elementary school
- 8% work in adult education
- 7% work in a secondary school
- 6% work in a middle school
- 4% work in a 2-year or community college

- 2% work in a nonprofit
- 3% work in TESL/TEFL certificate programs
- 2% work in pre-K
- 2% work in a business or corporate setting

Quick Tips: Things to Consider

Do

- ✓ Smile, relax, and have fun—the audience will feel it
- ✓ Use an ice-breaker to get your audience interacting and engaged from the beginning
- ✓ Be energetic, enthusiastic, and passionate
- ✓ Use appropriate humor or other ways to engage your audience
- ✓ Know your topic well enough so that you do not have to read it from your slides
- ✓ Define any acronyms that your audience may not know
- ✓ Move around—don't trap yourself behind a laptop
- ✓ Allow the audience to ask questions
- ✓ Try to add stories, anecdotes, testimonials, or demonstrations that emphasize your point
- ✓ Repeat questions asked by the audience so that everyone will hear
- ✓ Stay on track and within your allotted time
- ✓ Close your presentation by summarizing your key points
- ✓ Provide tools and information that audience can implement
- ✓ Remember that the audience is very interested in what you have to say and they want you to do well!

Don't

- ✓ Read your presentation from your slides or your notes
- ✓ Use acronyms that that audience might not know
- ✓ Look over your shoulder at the presentation screen (PowerPoint)
- ✓ Use slides that contain nothing but text
- ✓ Engage in distracting conversations with other presenters while someone else is talking
- ✓ Answer questions without repeating questions first
- ✓ Use conversation fillers like “umm,” “you know,” and “like”
- ✓ Speak so quickly that your audience has trouble understanding you

5. THANK YOU!

The TESOL staff and leadership greatly appreciate your taking the time to help make the [2014 TESOL International Convention & English Language Expo](#) a huge success. Your knowledge and your willingness to share it are hugely beneficial to all attendees. If there is anything TESOL can do to help you along, please do not hesitate to contact [TESOL Conference Services](#) at any time.

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