



## Preparing for Success

This document has all the information you'll need to prepare a successful presentation. If you have any questions, please visit the [TESOL 2018 website](#) or contact [TESOL Conference Services](#).

## Logistics and Important Dates

All academic sessions at the 2018 TESOL International Convention will take place [at McCormick Place Chicago](#) and [Hyatt Regency McCormick Place](#).

Please note the dates below. Hitting these deadlines will ensure that all goes well during your presentation.

| Action Items   | Due Date                                    |
|--|---|
| Accept Speaker Agreement <sup>1</sup>                | 1 June 2017                                 |
| Submit A/V Orders                                    | 2 February 2018                             |
| <a href="#">Register for Convention</a> <sup>2</sup> | 21 March 2018 (Best Price: 1 February 2018) |
| <a href="#">Reserve Hotel Room</a>                   | 14 February 2018                            |
| Upload Handouts <sup>3</sup>                         | 23 March 2018                               |

<sup>1</sup>You filled this out when you submitted your proposal.

<sup>2</sup>All presenters must register for the convention.

<sup>3</sup>Upload your handouts using the convention mobile app desktop website. More information forthcoming.

## Thank You!

The TESOL staff and leadership greatly appreciate your taking the time to help make the 2018 TESOL International Convention & English Language Expo a rousing success. Your knowledge and your willingness to share it greatly benefit all attendees. If TESOL can help in any way, please do not hesitate to contact [TESOL Conference Services](#).

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# Handouts

Please help TESOL reduce the amount of paper used at the annual convention by uploading your session handouts. Preparing and uploading your handouts before the convention will also improve their quality and timeliness. Your handouts will be available immediately after you upload them and throughout and after the convention.

The TESOL convention is not paper free. Attendees will have the opportunity to purchase a paper program book with detailed session information, and exhibitors may hand out brochures and flyers.

## Handout Guidelines

**When you prepare your session, please do not assume that attendees will have downloaded your handouts.** Some attendees prefer to download handouts in advance, but others prefer to download them later and take notes during the presentation. Attendees do expect handouts, however, so please upload yours no later than **23 March 2018**. (Information on how to upload your handouts is forthcoming.)

- You should not have more than 10 pages of handouts
- If you have co-presenters, work together to develop handouts
- Please convert all handouts to PDF files before uploading
- Upload handouts using the convention mobile app desktop website (forthcoming)
- Try to include resources that attendees can use in the classroom, such as lesson plans, checklists, guides, and other practical information.
- If you upload a PowerPoint, please set it to print 3–4 slides per page before you save it as a PDF.

## A Word on PowerPoint

**Please do not simply read your slides aloud.** Instead, use your slides to engage audience members and generate interaction. Please use slides that

- visually support the presentation
- contain no more text than is necessary
- get the audience involved

Remember that attendees want to learn from you and want you to do well. It's a good idea to rehearse your presentation so that you won't have to lean on your slides.

## Room Set Up

Every convention center is different, and room set up depends, in part, on the available space. Most rooms will be set theater style; some will be set classroom style.

## **Audiovisual Equipment**

Each session room will be set up with

- LCD projector and screen
- Wired or wireless podium microphone
- Wi-Fi connection (please bring a copy of your presentation on a thumb drive)

**Note: TESOL does not supply laptops.** Please plan to bring your own or reserve one with the audiovisual company.

## **Need Additional Equipment?**

If you need additional audiovisual equipment, please submit an order by **2 February 2018** using the online form, which will be posted in late November. If you are presenting with another person(s), please work together to submit one audiovisual order form.

## **Questions?**

If you have any questions about room set up or audiovisual equipment, please contact [TESOL Conference Services](#).

## **Presenter 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.

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!

## **Get the Word Out!**

Be sure to post about your session on the TESOL social media pages. TESOL has [created images you can share](#) with your colleagues to let them know that you're a **TESOL 2018 presenter**.

On Twitter, use the hashtag **#TESOL18**. You can post on the [official TESOL 2018 Facebook page](#), too (you'll have to "Like" the page, if you haven't already). You can even share video on [TESOL's YouTube channel](#). If you have any questions about posting to social media, please contact [TESOL Member Services](#).

## Best Practices

This list of best practices will 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 make sure that your audience can hear you and the questions from other 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.
- Upload resources and handout materials in advance of your session.
- Comply with all program-related deadlines provided by TESOL, including deadlines for handouts, audiovisual equipment orders, and other important matters.
- Do not engage in any type of promotional marketing or selling or any product or service.
- Notify TESOL immediately if an emergency should prevent you from meeting your obligation to present.

## 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 (or hide) behind a podium or 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

## **Know Your Audience**

### **Who Attends the TESOL Convention?**

The attendees are primarily from higher education and elementary education, and they represent all aspects in the field of English language teaching and learning. Consultants, exhibitors, and graduate students also attend.

### **How Many People Will Attend Your Session?**

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

### **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

## **Statistics from the 2017 International Convention**

In 2017, roughly 6,000 people, including ESOL professionals and exhibitors, attended the convention. Attendees came from 108 countries.

### **Attendees by Occupation**

- 30% were ESL/EFL instructors
- 19% were ESL/EFL educators
- 2% were mainstream educators
- 4% were in applied linguistics
- 2% were bilingual educators
- 2% were TEFL/TESL instructors
- 6% were TEFL/TESL educators

### **Attendees by Work Area**

- 19% work in a four-year college
- 15% work as graduate or postgraduate students
- 11% work in an elementary school
- 11% work in adult education
- 11% work in a secondary school
- 9% work in a middle school
- 7% work in a two-year or community college
- 5% work in a nonprofit
- 5% work in TESL/TEFL certificate programs
- 3% work in pre-K
- 3% work in a business or corporate setting

## Poster Session Guidelines

Your poster session is scheduled for 1 hour and 15 minutes. During that time, attendees will come and go, but they should be able to understand your poster's concepts without any further explanation.

Creating a memorable and informative display requires more than just cutting and pasting some images or—God forbid!—simply pasting up the pages of your presentation. These guidelines will help you think about readability, type and text, illustrations, and flow.

[Download the TESOL Poster Session Guidelines.](#)

## Thanks Again!

Once again, **thank you** for helping to make the TESOL International Convention & English Language Expo a big success. If you have any questions, please contact [TESOL Conference Services](#) or Director of Conference Services [Lisa Dyson](#).