



A BIG Difference for BC

Notes from Using Behavioural Insights in Practice

Lightning Talks

Program: The conference program is now available online. Find out when you are presenting at <https://www.bicanada18.com/big-difference-bc/program>.

Requirements

- Make sure you have registered for the conference; **register by October 4** to take advantage of the early bird discount rate!
- You will have 10 minutes for your presentation and 3 minutes for Q&A with the audience. Please plan accordingly as we will keep a strict schedule to be fair to all presenters.
- Finalized slide decks (PowerPoint or PDF) are due to dibs@sauder.ubc.ca **by Friday, November 22**. Please also indicate if we can post a PDF version of your deck to the event website after the conference.
- If your plans change and you are no longer able to present, or you have any changes to your talk title or author information, please let us know as soon as possible at dibs@sauder.ubc.ca.

Guidelines

- **Format:** Format your slides to widescreen 16:9. We prefer PowerPoint, but can also accept PDF files.
- **AV:**
 - All presentations will be pre-loaded and run off of a single computer.
 - We will supply a clicker for you to advance slides.
 - There will be podium and handheld microphones; given the short nature of lightning talks, we are not able to offer lapel mics.
 - Someone will be available onsite to help troubleshoot any AV issues.
- **Time:**
 - You will have 10 minutes for your presentation. There will be a timekeeper who will indicate when you have 3 minutes, 1 minute, and 0 minutes remaining.
 - At 0 minutes, we will transition to 3 minutes of audience Q&A. The timekeeper will let you know when it's the last question.
 - Please note that we will keep a strict schedule to be fair to all presenters.



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Tips

We recognize that there is a variety of content being presented in lightning talks at BIG Difference BC. The tips that follow are general pointers that may or may not be a good fit for your specific talk.

- **Design:** Text should be visible from across a large room.
 - *Font size:* Titles should be font size 35+, main text should be font size 24+, and additional text should be font size 18+.
 - *Font:* Choose an easy-to-read font, such as Arial or Calibri. Use the same type-face throughout your entire talk.
 - *Emphasis:* It is better to use bolding than all caps when trying to emphasize a point.
 - *Colour:* Incorporate colour in figures or images to help tell your story and add visual interest. At the same time, keep in mind that too much color is distracting.
 - *Less is More:* Your talk will be most effective if there is minimal text for the audience to read. Avoid long descriptions and explanations; stick to short, concise sentences in plain language. You'll be there to elaborate!
 - *Accessibility:* Test your presentation in [grayscale](#) to see how it will look to someone who is colourblind. Run Microsoft's [Accessibility Checker](#) to review and improve accessibility.
- **Talk Elements:**
 - *Title Slide:* Include your title, authors' names, and professional affiliations.
 - *Roadmap:* 1 slide that has a high-level overview of what you'll cover (e.g., 2 RCTs testing....).
 - *Intro:* 1-3 slides that describe the background for the problem or theory.
 - *Methods:* 1-2 slides that describe techniques used or proposed.
 - *Results:* 1-2 slides that detail your results. Figures should include titles, axis labels, and legends.
 - *Discussion:* 1-2 slides that summarize your results and conclusions.
 - *Acknowledgements:* 1 slide that lists sources of financial or other support or project partners.
 - *Sample Lightning Talks:* Refer to the "Featured Panel: Behavioural Insights Across Boundaries" videos from BIG Difference BC 2018 in Victoria at <https://www.bicanada18.com/big-difference-bc/program-victoria-2018>.
- **Presenting:** Remember to be yourself, and make regular eye contact with your audience.
- **Handouts:** Feel free to bring business cards or a sign-up list for those who want additional information about the project.

Tips adapted from SPSP (<http://meeting.spsp.org/general-info/presenter-tools/speaker-tools>),
SJDM (<https://sjdm.org/programs/poster.guidelines.html>), and BC Public Service GCPE.