SESUG 2013
Paper and Poster Presentation Guidelines

These guidelines are designed to help you plan, write, and deliver your presentation.

Summary Checklist for Paper and Poster Presenters

☐ If your contact information changes contact your section chair and/or email the Academic Conference Chair.

☐ If you will be unable to attend the conference, notify your Section Chair as soon as possible.

☐ Submit signed Copyright Grant or Copyright Grant Delay Form by June 26, 2013.

☐ Review *Guidelines for Participation* for rules around paper content.

☐ Write your paper (templates provided at: http://www.sesug.org/sesug2013/PresentersPackage.php).

☐ Review paper to ensure it complies with paper or poster requirements.

☐ Upload your paper to paper system by August 18, 2013.

☐ Create your presentation and review for presentation guidelines.

☐ Notify your section chair of any special equipment needs.

☐ Paper presenters: Practice and time your presentation.

☐ Paper presenters: e-mail your presentation to section chair for pre-loading to section laptop.

☐ Poster presenters: Check your poster display vs. poster space dimensions.

☐ Paper and poster presenters: Anticipate questions and bring answers with you to conference.

☐ Paper presenters: Bring extra soft copy of slides to conference.

☐ Present your paper and/or poster at the conference.

Paper and Poster Presentation Guidelines

<u>Note:</u> If you will not be able to attend the conference as scheduled, please notify your Section Chair immediately. If you have arranged for someone else to present your paper, give the name of your substitute to the Section Chair at that time.

Deadlines for Authors
Presentations, Papers, Visuals, Posters and Handouts

Jun 26, 2013 – Signed Permission to Publish form due.
You are required to sign a Permission to Publish, and fax it to SESUG before your paper can be included in the conference Proceedings.

July 26, 2013 – Signed Permission to Publish forms due today for delay forms.
For those that filed a Permission to Publish Delay form, Permission to Publish forms are due today.

Aug 18, 2013– PDF of your final paper must be uploaded by today.
See "Preparing the PDF File" for complete details.

Aug 21, 2013– Conference early registration deadline.
You must be registered for the conference in order to present your paper and have your paper published in the proceedings.

Sep 14, 2013 – Poster title information deadline.
Deadline for poster title board information to be submitted to Poster Section Chair for printing.

Sep 19, 2013– Hotel conference reservation cut-off.
SESUG negotiates a rate with the hotel that is less than the regular rate. If rooms are still available, you must reserve your room by this date to take advantage of this rate.

Oct 14, 2013 – Deadline to upload PowerPoint.
Your section chair will collect and upload all presentations for your section to the section laptop. It is important to make this deadline so that the section chair has time to check for any presentation issues.

Oct 20, 2013 – Attend presenter's session.
This is your opportunity to let your section chairs know that you have arrived safely at the conference, review your bio, and discuss any issue/details concerning your presentation. If you cannot make this meeting, let your section chairs know in advance.

Oct 21-23, 2013 – Present your paper or poster.

Permission to Publish Forms

Your signed Permission to Publish (P2P) form or Permission to Publish delay form is due on June 26, 2013. You received a copy of the P2P form along with your paper acceptance letter. If you need to sign a delay form due to corporate approval process or other extenuating circumstances, the form can be found at
http://www.sesug.org/SESUG2013/PresentersPackage.php.

You are required to sign a Permission to Publish form and send it to the SESUG academic conference chair before your paper can be included in the conference Proceedings. This form gives SESUG a non-exclusive right to share your paper through the conference proceedings, the conference website, and other standard SESUG distribution venues.

Also, by signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper. Remember, that if you must put your paper through an approval process, and that process will not be completed in time for you to meet the above deadline, please forward a signed Permission to Publish delay form. This form also confirms that you have approval to attend and present your accepted paper and is due by July 26, 2013.

Please scan the signed form and upload it to the paper system or email it to the Academic Chair. You will receive an e-mail message that confirms receipt of your form.

Guidelines for Preparing Your SESUG Paper for Publication

Page Limits: For 20 minute presentations and posters, your written paper should not exceed 12 pages; for 50 minute presentations, the maximum is 20 pages in the Proceedings; for Hands-on-Workshop presentations, the maximum is 30 pages. Although your presentation might be informal in tone, your published paper should be more formal. The following guidelines might be helpful:
- Use the active voice when possible.
- Use shorter sentences instead of one long sentence to present complex concepts.
- Avoid using contractions.
- Avoid using jargon. English will be a second language for some members of your audience.
- In the text, when including information from an outside source, be sure to cite that source. At the end of the paper under the heading "REFERENCES ", include the complete citation.
- If you include trademarked names, follow the "Trademark Guidelines" that are provided later in this section.
- Format your paper according to the instructions under "Formatting Your Paper".

- Include your contact information (address, phone number, e-mail). Keep in mind that your paper will also be published on the Web.

Formatting Your Paper

The Proceedings contains copies of the papers that are presented at the conference. A paper template is provided for you as a guideline for your paper and can be found at:
http://www.sesug.org/SESUG2013/PresentersPackage.php

While you are not required to use the template, you should follow template guidelines:
- General formatting guidelines:
  - All text should be single spaced.
  - All pages should include SESUG 2013 in the header (right justified)
  - First Page
    - Center the number of the paper ¾" from the top of the page. This number can be found on your acceptance letter and must also be used when you format your paper and name your PDF file.
    - Center the title ¼" under the number of the paper. See acceptance letter for accepted title.
    - Center the names of the author(s) under the title.
    - Begin the first heading ½" down from the name of the last author.
  - Remaining pages: Margins should be ¾" on top/bottom, and 1" on each side.
  - Include page numbers. Center page numbers 3/8" from the bottom of the page.
  - Caption your visuals, for example, Figure 1. Process Flow Chart.
- Font recommendations (remember to embed fonts in document.)
  - Title 14-point Arial bold
  - Author(s) 12-point Arial regular
  - Header 1 10-point Arial bold (all caps)
  - Header 2 8-point Arial bold (all caps)
  - Body copy 9-point Arial regular
  - Code 9-point Courier New regular
- Use SAS conventions for capitalization
  - DATA step (DATA is always all uppercase when referring to the DATA step)
  - Use uppercase for procedure names.
  - Use uppercase for statements, options, functions, and commands, for example, LABEL option, DEVICE= option.
- Terminology
  - Use complete names when referring to trademarked product names: use "SAS Enterprise Guide", not "SAS EG" or "EG". For a list of SAS product names, see http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf.
  - Write "data set" as two words, but "database" as one word.
  - Use the word "data" as singular (collective noun) or plural, whichever form is used in the field that you're writing for. For example, the medical and pharmaceutical fields use "data" as a plural noun; the computer technology fields

use "data" as a collective noun with a singular verb to mean information or a group of facts or numbers.

- Code should be set off from text. Be consistent throughout paper with code display.
- Trademark Guidelines
    - Insert the appropriate trademark symbols (® or ™) for SAS products only. Trademarks that are owned by companies other than SAS are covered by a generic reference in the citation at the end of the paper.
    - Use the appropriate trademark symbol the first time that you mention a SAS trademarked product in your paper and in each slide. If a trademark appears in the title, this counts as the first appearance.
    - At the end of your paper, following the "CONTACT INFORMATION", insert one line space and include the Trademark Citation shown at the end of this list.
    - If you reference trademarked products in slides, your final slide should also include the Trademark Citation:
    - <u>Trademark Citation</u>: SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are registered trademarks or trademarks of their respective companies.
- References
    - Hard copy references should include the following: Author(s). Date of publication or last revision. Title of Reference. City, State of publisher: Name of publisher.
    - Web references should include the following: Author. "Title of Document" Title of Complete Work. <Web address> any additional directions for retrieving source (access date). Including Published Material in Your Presentation
    - All published work that is used in your paper must be cited in the REFERENCES section.

Uploading Your Paper

You are required to prepare and upload a PDF copy of your paper for the proceedings.

- Preparing the PDF File (required for proceedings).
    - Do not password protect or add bookmarks to your file.
    - Convert using adobe acrobat or any PDF converter to convert your paper to PDF.
    - Name your paper using your paper number and last name as in the following example: SER01.Okerson.
    - Before uploading the PDF, be sure that:
        - The assigned paper number appears at the top of the paper.
        - The title exactly matches the title on the Copyright Grant form.
        - Nothing, except the page number and header text, is within the margins.
        - The page numbers are showing at the bottom of each page.
        - The required trademark statement is included at the end of the paper.
        - The file has been saved with the fonts embedded.
    - Notify section chairs promptly of any uploading issues or problems.

Presentation Guidelines

At the conference, your presentation will be loaded on the section laptop. An LCD projector and a laser pointer are standard equipment in every meeting room. In large meeting rooms, a lavaliere microphone and/or a podium microphone may also be provided. If you need any other equipment or services, please tell your Section Chair as soon as possible.

Planning Your Presentation

Papers are allotted either 20 minutes or 50 minutes for presentation, depending upon speaker preference and amount of subject matter. Hands-on-Workshops are allotted 1, 1.5, or 2 hours. These time allotments include the time it might take to answer questions. If you're not sure about how much time is allotted for your presentation, ask your Section Chair for this information.

You should:
- Prepare your presentation early.
- Know your audience. Are you addressing experts or novices?
- Use visuals to reinforce key ideas in your message.
- Scale your visuals for presentation to be seen at the back of a medium sized room.
- Use slides to guide your audience. Your presentation delivers the message; your slides enhance it.
- Use SAS trademarks correctly in your slides.

Preparing Your Presentation

As with all presentations and papers, your presentation should include an introduction, a body, and a conclusion. If you do not get the audience's attention early in the presentation, people might leave and go to another session.
- Your opening should be concise and your purpose clearly stated.
- Do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
- Use simple English to help your audience grasp your message more easily.
- Proceed through your topic logically emphasizing main points.
- Make clear transitions between topics.
- Use statistics and numbers sparingly. Too many statistics can cause people to forget the important numbers that you want them to remember.
- Give credit to others where appropriate.
- Conclude your presentation by repeating your opening theme and main ideas. Answer any questions that you might have raised in your opening, and repeat any basic thoughts that you want your audience to remember.
- Use a closing slide to summarize your main points.

Preparing Slides and Visuals

Presenters are expected to supplement their presentation with PowerPoint slides to assist the audience in understanding your topic. Use the following guidelines when preparing your slides:

- One slide a minute is a standard recommendation when using slides in a presentation.
- Divide ideas into small groups as information is more easily grasped in small segments.
- Use SAS trademark symbols appropriately.
- Limit the text in your visuals to the main concepts.
- Only use graphics that are relevant to your topic and help convey your message.
- Be sure that slides are legible from an appropriate distance. Font sizes of 24 points or higher are recommended.
- A Microsoft PowerPoint template to help you prepare slides for your presentation is available at: http://www.sesug.org/SESUG2013/PresentersPackage.php.

Practicing Your Presentation

- Practice your presentation aloud, speaking slowly and clearly using the same type of equipment you plan to use at the conference. Remember that how you say it is just as important as what you say.
- Memorize the introduction and conclusion of your presentation; these are very important elements.
- Practice your presentation in the Speaker Rehearsal room at the conference.
- Use a pointer when you want the audience to focus on something in particular on a slide. A laser pointer will be provided at the conference.
- Time your presentation. While you want to make sure that you can finish your presentation in the allotted time, it is just as important for your presentation to include enough material to cover that time.

Presenting Your Paper at SESUG

- Be sure you know exactly when and where your presentation will be given.
- **Arrive at the correct location at least 10 minutes before your presentation**.
- Let one of the Session Coordinators know you are there.
- Be aware of the time (the Session Coordinator will help you do this via flash cards. You will not be allowed to continue beyond your allotted time.)
- Do not turn around to read your slides to the audience. Turning your back to the audience decreases the group's ability to hear you.
- When your presentation is finished, thank your audience for their attention and ask if there are any questions (while you are still at the podium).
- Allow about 5 minutes for the audience to ask questions.
- If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation. Collect their contact information.
- If you can, stay (at the back of the room) a few extra minutes after your presentation to be accessible for more questions and to share contact information.
- Please be courteous of the next presenter and if any conversations or questions continue after the next presentation starts, please continue the conversation outside the presentation room so as to not disturb the presenter or audience.

Preparing Posters for SESUG

An effective poster is a visual tool that focuses attention on a specific topic through the use of graphics and images combined with a well-ordered and obvious sequence. The following information will help you prepare your SESUG poster.

- The main panel is 45¼″ by 45¼″ (usable space is 43 inches square) and the adjacent side panel is 21½″ × 45¼″ feet (usable space 20 × 43 inches). See diagram below:
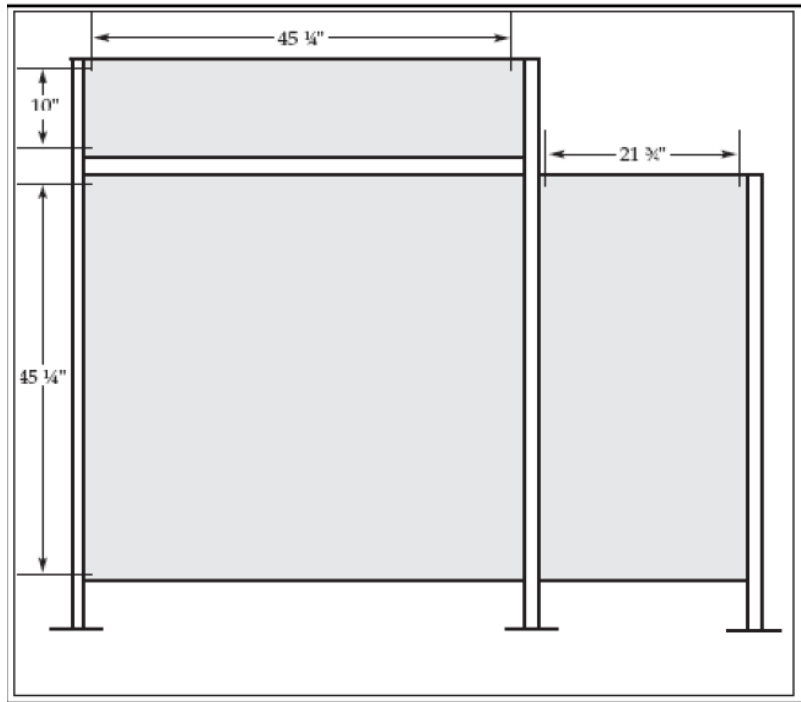
- The presentation poster boards are covered with a blue material. Velcro dots will be available for attaching your poster to the board.

- The 4-foot square main panel is separated from the 2 × 4 foot side panel by a metal bar. If your presentation is very compact, you can leave the side panel empty. Alternatively, you can use the main panel to present both the problem and the solution, and use the side panel to summarize and discuss your technique.

- The title and names of the authors of the poster will be typeset in large letters to fit in the 1 × 4 foot top panel and will be available for your use at the conference.

- You are not required to print out your poster on full-size paper. Many presenters compose their posters in pieces that can be printed individually. See example displays below.

- A poster is like an outline, not a novel. Keep the information on the poster simple and easy to follow. Remember that you will be there to explain it. Details can be included in the paper that you prepare for the Proceedings.

- It is recommended that you use text that is easily visible from 5 feet on your poster. Important statements and headings should be larger.

- Posters are more effective when there are visual divisions among sections of text.

- Graphs, pie charts, box charts, drawings, and other artwork are effective poster enhancements.

Handouts Policy

As part of SESUG's environmental effort, handouts are not expected or encouraged, except in the Conference Workshops or Hands-on-Workshops sections. All attendees will have access to your paper through the proceedings. Other information can be exchanged electronically through exchange of contact information. Marketing material is not appropriate.

Reference

SAS Institute Inc. 2010. *SAS Global Forum Paper Presentation Guidelines*, Cary, NC: SAS Institute Inc., 2010.