PDEC Professional Development Grant, Tier 1 Presentation Guide

A required part of the Tier 1 process is presenting your project before a small panel of judges, who are active arts professionals in the Bay Area. They will decide if you get any portion of the Tier 1 funds, and, if so, how much you will get (maximum $1,000; no minimum). They will be using this form to guide their assessment.

Your presentation:

1. Will take place in the Fisher Conference Room (Bowes 12th Floor)
2. Must use slides—an A/V system is provided; laptop and adaptors are NOT
3. Must be 10 minutes long—no more, no less. This will be followed by 5 minutes of questions, if needed.

When you find out you passed the preliminary round:

1. Schedule your half hour practice session (book here)
2. Review "Notes" below and begin making slides, organizing your thoughts, and finalizing details
3. Practice with a timer!

Practice session (usually 1-3 days before actual presentation, in Kristen Klehr's office - Bowes room 204):

1. Come fully prepared, as though this were the real thing
   a. BRING LAPTOP (and HDMI adaptor, if needed)
   b. Bring Proof of Concept, if applicable (see note, below)

c. Dress nicely (business casual)—even for a practice session, it affects your performance

d. Be ready to take notes

Day of (Bowes - Fisher Conference Room - 12th Floor):

1. Dress nicely (business casual)
2. BRING LAPTOP (and HDMI adaptor, if needed)
3. Bring Proof of Concept, if applicable (see note, below)
4. Be ready and in the atrium starting at least 5 minutes before your scheduled time
5. When you are called in, say hello, sit down on the left side of the table next to the screen, plug in your a/v and begin immediately, without prompting.

Notes on Good Slides

- Slides are meant to SUPPORT what you're saying, not take your place
- Slides are not an outline for you to follow
- Avoid looking at the big screen. Glancing at your laptop occasionally is OK, but there is almost never a reason to look at the big screen.
- Use images, not text, whenever possible
- Practice with your slides. It is very awkward to watch someone mess with their slides in the middle of a presentation. Note that going between your slide software and another program (e.g., YouTube) can be disruptive. Try to embed as much as possible in the deck itself.

Notes on Good Presentations

Proof of Concept (PoC)

People want to experience your idea first hand. If you have an unusual instrument, media samples, or device/prototype, share them—but keep them short, relevant, and high quality.

Start With WHY

Author Simon Sinek has a wonderful business philosophy that applies in many contexts. It's called "Start With Why." His takeaway mantra is: **"People don't buy *what* you do, they buy WHY you do it."**

Keep this in mind when preparing your presentation and structure your talk this way:

1. **Who** you are and why you're there (<1')
2. <u>WHY</u> this project matters, to you and to anyone else (4-5')
3. **What** the specifics are (2-3')
    a. Proof of Concept
    b. Logistics
    c. Collaborators
4. Budget and Timeline (1-2')

Do not:

- Use technical language
- Assume the judges have read your proposal
- Assume the judges are musicians
- Assume the judges know anything about SFCM or anyone here—so don't refer casually to SFCM names, resources, acronyms, etc., and expect them to be understood