

PDMA Sponsored Webcast FAQ Sheet

Q: How will my webcast be evaluated?

A: Upon receipt, all webcast proposals will be forwarded to the members of the Webcast Committee for review and screening based on their potential for contributing to the educational content the PDMA is proud to have their name associated with. The Webcast Committee's goals are to seek the most qualified speakers from all over the world and be as representative as possible of the range of industries, contexts and specialties within new product development, management and innovation. All submissions will be equally reviewed by the PDMA Committee based solely on quality and integrity of content.

Q: Will my session be recorded and sold?

A: Yes, we typically record the session and charge attendees for the live event registration and to purchase the recording afterwards. If you prefer we not record your session please let us know.

Q: Do I have to use a PDMA branded PowerPoint template?

A: No, you don't have to use a PDMA branded PowerPoint. The presentation is shown in a pod that is part of a branded PDMA stage. Therefore, you don't have to use a PDMA presentation template. Most presenters simply put the PDMA logo on their first slide.

Q: May I place my company logo on the slides and/or handouts?

A: Only those companies who have sponsored a webcast may include the company name and/or logo on webcast materials. For information about sponsorship please contact Sara Kolovitz at skolovitz@pdma.org.

Q: Is there anything the PowerPoint presentation should or should not contain?

A: All webcast content must be educational. Additionally, the presentation should not contain any content that doesn't meet PDMA legal and ethical guidelines. Where appropriate, bits of content should be properly attributed to the original authors. Copyrighted material such as cartoons, images, are music can not be used without proof that the materials have been properly licensed for use in the webcast or that permission for use has been obtained.

For example, if the Presenter wants to use a Dilbert cartoon and a portion of a song from the Beatles, they will need to produce the documentation that supports their use of that copyrighted material. An unsupported claim of 'fair use' will not be sufficient to use such materials in a PDMA webcast.

Q: Will there be a Q&A session as a part of my webcast?

A: Yes, Q&A can take place through out the webcast as well as at the end. We ask that you create several sample questions to be used to start the Q&A segment. These may be used to start the Q&A segment if there aren't appropriate questions from attendees. Typical Q&A sessions at the end of the webcast last 5-10 min.

Q: Do I need to provide handouts?

A: Every PDMA webcast should include at least one downloadable resource for attendees. Often the downloadable resource is a PDF version of the main presentation. Another alternative format for the handout is a PDF version of a text file that summarizes key points in the presentation. If appropriate, additional information can be in the form of a white paper.

Other downloadable resources may include items such as compilations of vendor or company names, lists of links to tools, resource lists, check-lists, road-maps, templates, sample documents, graphic models or framework diagrams. Presenters should strive to provide something that attendees may begin using the next day to help them to improve their job performance.

Q: What fonts and sizes do you recommend?

A: Because the presentation is shown in a pod, full screen real estate is not available. The choice of fonts and graphics in the presentation should be selected to ensure easy readability at 70% of the available screen on a display of modest size.

If you notice that the information on a particular slide is difficult to read (because of characteristics such as too much text or fonts sizes that are too small), redesign the slide. Consider alternative approaches. Can the detailed information be shifted to a handout? Can the information be distributed to create two legible slides instead of one difficult to read graphic (which is sometimes called an 'eye chart').

You can select the fonts and colors used in your presentation.

For reference, the following items were extracted from the PDMA style guide:

- The official font for PDMA documents and presentations is Calibri. **Arial** may be substituted if Calibri is not available.
- Highlight colors: In RGB, PDMA blue = 0,95,141. PDMA green = 163,201,100

Q: Can I use animation and transitions in my presentation?

A: We suggest that you minimize the use of animations and specialty transitions when creating the main presentation file. In some cases, these will not port properly for use within webcast. Additionally, please avoid the use of 'Smart Objects' in presentations. Typically, these are introduced when one copies items such as a spreadsheet or complex graphics from another Microsoft application.

Q: How can I include spreadsheets or graphics into my presentation?

A: To maximize the potential for a good port, one option is to import items such as spreadsheets or complex graphics as image files.

Q: How should I save my file?

A: We suggest that you save the presentation as a PPT file (97-2003) instead of a PPTx file. Note: The PPT file size may be larger than a PPTx.

Q: How can I make my presentation more interactive?

A: One option is to use polling questions. You may provide true/false, multiple choice and open chat questions. The presenter should provide the text for questions and answers to poll questions in advance of the webcast.

Another option is to use the Chat feature to solicit real-time comments from attendees.

When appropriate, survey results can be visible to attendees.

Q: What happens once I finish my presentation?

During the closing comments, the moderator will thank the presenter and ask them to provide a closing thought. This could be a key point or a call to action. The moderator and the presenter will discuss what should be on the 'closing comment' slide. Typically, this slide contains a few bullet points. Do not include a 'Thank You' or 'Questions' slide in the file for the main presentation. These messages will be communicated in other segments of the webcast.

Q: Can I include my contact information in the closing slide?

A: Yes, you may include contact information (such as an e-mail address, web site, blog, and Twitter information) in your closing slide.

This text can be sent to webcasts@pdma.org anytime before the webcast. Posting your content one week prior to the webcast is preferred.