

## **PRESENTATION CONTENT GUIDELINES**

### **Developed by the NEWWA Program Committee**

The NEWWA Program Committee offers the following guidelines for technical program presentations.

1. Presentations must have technical and/or educational content relevant to the drinking water industry.
2. Presentations shall not be a sales pitch for a particular company or product.
3. Presentation slides should be in Standard format (4:3 aspect ratio.) Consider visibility when preparing the presentation. Consider using at least 24pt font and a consistent color scheme. Graphs and tables should be large enough to see from a distance. Consider cropping images and enlarging important sections.
4. A Manufacturer/Supplier presentation must include relevant case studies where their product was implemented to meet specific need(s).
5. Any comparison of companies or products included in a presentation done as part of a case study/project must be presented by a second party. For example, if the project included a comparison of treatment process types, this portion of the presentation must be given by the Owner or Engineer, not the Manufacturer/Supplier, so as to provide an unbiased comparison.
6. Reference to a selected company or product should avoid the use of words such as “the best” and in place should reference “best-fit solution” or similar to make it clear this company/product was the “best-fit” to solve a specific need and not necessarily “the best” in the industry.
7. All pictures used in presentations shall be carefully reviewed to make sure they are “clean.” For example, pictures of pump stations with profane graffiti are not allowed.
8. Presentations may only be presented once at any NEWWA conference. Presentations involving case studies with multiple phases may be broken up into multiple presentations, but the content shall be substantially different in each presentation. For example, pilot testing may be one presentation and design/construction a separate presentation.

At the discretion of the Program Committee, presentations given at the membership meetings may also be considered for a NEWWA conference, where there is typically a low chance for significant audience overlap. The presenter should modify the title and the content of the presentation to reflect the change in audience and any relevant updates since the first presentation was given.