



# MWSUG Presenter Guidelines

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# Guidelines for ALL Presenters

## Summary Instructions and Checklist

- ☐ Whether you do a stand-up slide presentation or a poster, you must also submit a paper.
- ☐ Print, sign, and return the [Copyright Grant Form](#) to MWSUG by the due date.
- ☐ If your contact information or employer changes, update your information on the [MWSUG Paper Submission Web Site](#) and notify your Section Chair as soon as possible.
- ☐ If you will be unable to attend the conference, notify your Section Chair as soon as possible.
- ☐ Whether you are preparing a paper, slides, or poster, be sure to see <http://support.sas.com/events/sasglobalforum/vocabulary.pdf> for a list of commonly used terms and phrases that will help make your text more easily translatable and understood.
- ☐ Write your paper. Please refer to the [Guidelines for Papers](#) below.
- ☐ Review paper to ensure it complies with requirements.
- ☐ Create your presentation or poster.
- ☐ Refer to [Guidelines for Slide Presentations](#) or [Guidelines for Posters](#), as appropriate, to assure compliance with requirements.
- ☐ Notify your Section Chair of any special equipment needs.
- ☐ The PDF of your final paper must be uploaded according to the timetable.
- ☐ Paper presenters: Practice your presentation.
- ☐ Paper presenters: Upload your slides.
- ☐ Paper presenters: Bring a backup copy of your presentation to the conference on a USB drive.
- ☐ Poster presenters: Have your poster printed.
- ☐ At MWSUG: Install your poster.
- ☐ At MWSUG: Present your paper or your poster.
- ☐ Should you have questions, contact your Section Chair as soon as possible.

## Section Chair

The notice of acceptance of a paper proposal includes the name and contact information of your Section Chair. Your Section Chair is the primary resource to contact with questions regarding the content and appearance of your paper, matters about paper titles, and any questions about getting your paper uploaded to the web site. If you have any technical problems making the PDF, or if you find that the PDF does not look the way your paper does in source text, please contact your Section Chair.

## Copyright Grant Forms

Note: 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.

You are required to sign a [Copyright Grant Form](#), and send it to MWSUG before your paper can be included in the Conference Proceedings. This copyright grant agreement gives MWSUG a non-exclusive right to publish your paper in the Conference Proceedings. Also, by signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper.

## **Terms and Conditions:**

If the proposed paper/poster is accepted for presentation at MWSUG 2010, the author(s) agree to:

(1) submit a final paper in PDF format consistent with MWSUG Presenter Guidelines on or before August 9, 2010;

(2) submit the [Copyright Grant Form](#) signed by all authors on or before June 22, 2010; and

(3) register for the conference on or before the early registration deadline of September 3, 2010. Registration opens on July 1, 2010.

If any of the above terms and conditions is not met, MWSUG will remove the presentation from the Conference Schedule and will exclude the paper from the Conference Proceedings.

## **Use of Color**

For advice on communication-effective use of color, which could be applicable to your paper, your slides, or your poster, please see: <http://www2.sas.com/proceedings/sugi29/176-29.pdf>

## **Guidelines for Papers**

### **Paper Tips**

There are many online resources on writing a technical paper.

If you are solving a common problem, focus on your solution and the results of your experience. Point out how your techniques can be used by others for similar applications.

### **Paper Length**

The length of your paper should be appropriate for the material being covered.

For the short presentations in the Coders' Corner section, papers might be just a few pages.

Papers longer than 20 pages should be discussed with your Section Chair.

The standard page count limits at SAS Global Forum are 20 pages for a 50-minute paper and 12 pages for a 20-minute paper. MWSUG 2010 is not required to enforce those limits, but, if you wish to reuse your paper at SGF 2011 with fewer changes, you might choose to respect them.

### **Paper Details**

#### Capitalization, Terminology, Code, References

Use the following SAS conventions for capitalization:

- DATA step (DATA is always all uppercase when you are referring to the DATA step)
- Use uppercase for procedure names. Use the full name of a procedure in titles and at the first mention in text. In subsequent references, use all uppercase. For example, at first mention, write "The PRINT procedure . . ." and subsequently, write "PROC PRINT . . ."

- Use uppercase for statements, options, functions, and commands, for example, LABEL option, DEVICE= option (include an equal sign if applicable), LAUNCHER command.

Use the following conventions for terminology:

- Use complete names when referring to trademarked product names, for example, use "SAS Enterprise Guide"; do not use "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.
- See <http://support.sas.com/events/sasglobalforum/vocabulary.pdf> for a list of commonly used terms and phrases that will help make your text more easily translatable and understood by an international language.

All published work that is cited in your paper must be listed in a References section. If in your paper you use text or visuals that were written or developed by someone other than yourself, you must cite the sources using the following guidelines:

**Using Material That Is Copyrighted** – If you use copyrighted material, you must mention that you have permission from the copyright holder or the publisher. The copyright holder or publisher might also require you to include a copyright notice. For example:

Reprinted with permission of SAS Institute Inc. from SAS® Risk Dimensions: Examples and Exercises. Copyright 2004. SAS Institute Inc.

**Note:** To cite portions of SAS Institute documentation, you must receive permission from SAS. Complete the Request for Permission to Use Copyrighted Materials at [http://www.sas.com/contact/permission\\_form.html](http://www.sas.com/contact/permission_form.html).

**Using Material That Is Not Copyrighted** – If you use information from a previously printed source that is not copyrighted, cite the source in parenthesis after the text. For example:

The minimum variance method defines the distance between clusters (Ward 1984, p.23).

The format for sources that are published in hard copy is: Author(s). Date of publication or last revision. Title of Reference. City, State of publisher: Name of publisher.

The format for sources that are published on the web is: Author. "Title of Document" Title of Complete Work. <Web address> any additional directions for retrieving source (access date).

### Formatting and Requirements

The Proceedings will contain copies of the papers that are presented at the conference.

- All text should be single spaced.
- Margins should be ¾ inch on the top and bottom, and 1 inch on each side.
- First Page:  
Center the title about ¾ inch from the top of the page.  
Center the names of the author(s) under the title.
- Each author name should be on a separate line.
- Each author name should be followed by affiliation, city, state, country
- Begin the text about a ½ inch down from the name of the last author.

- Center page numbers about 3/8 inch from the bottom of the page.

The final page of the paper must contain the following Trademark Citation:

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.

In your paper, insert the appropriate trademark symbols (® or ™) for SAS products only. (See <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.) Trademarks that are owned by companies other than SAS are covered by the generic reference in the citation shown above.

They are not mandatory for MWSUG 2010, but, IF you wish to format your paper to conform to the standards of SAS Global Forum, you can find them at:

<http://support.sas.com/events/sasglobalforum/2010/package/WritersGuidelines.pdf>

## **Final Paper PDF**

You are required to upload a PDF (Portable Document Format) file of your final paper.

Use your paper code to name your PDF file. This code will be provided to you by your Section Chair.

Important: Do not password protect or add bookmarks to your PDF file.

The following information provides URLs to services that convert documents to PDF for a donation or for a small fee, and URLs to sites you can use to purchase software that converts documents to PDF.

Services:

<http://www.2convert.com/index.jsp>

<http://www.fastpdf.com/>

Software:

<http://www.adobe.com>

<http://www.clicktoconvert.com/index.html>

<http://www.win2pdf.com/>

[http://www.eprintdriver.com/to\\_pdf/MSWord-to-PDF-ex.html](http://www.eprintdriver.com/to_pdf/MSWord-to-PDF-ex.html)

Ensure that your PDF contains embedded fonts and that your source document, if Microsoft Word, has “Allow fast saves” turned off. Exactly how you embed fonts will vary from application to application and version to version.

For most Microsoft Word versions:

- Open the document, click Tools > Options, and find the “Save” tab.
- Check “Embed TrueType fonts”
- Uncheck “Allow fast saves”
- RE-SAVE THE DOCUMENT BEFORE MAKING THE PDF.
- Often there is an option to include only the characters in use—it makes the file a bit smaller and works fine when the author is absolutely sure that no one will have to do any touch-up editing to the document. However, if some editing is needed, the PDF file will not be editable unless the full font set is embedded.

## **Uploading Your Final PDF File**

Before uploading the PDF, be sure that:

- Your paper title exactly matches the title provided to you when your paper proposal was accepted.
- Nothing, except the title, is within the  $\frac{3}{4}$  inch top margin and 1 inch side 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.

You must upload the PDF of your final paper. Instructions for doing so will be available at the [MWSUG Paper Submission Web Site](#).

If you have any problems when uploading your PDF file, or if providing a PDF file of your final paper is itself a problem, contact your Section Chair for assistance.

## **Guidelines for Slide Presentations**

### **Room Setup Details**

At the conference, an LCD projector, a lavalier microphone, and a podium microphone will be standard equipment in every meeting room. If you need any other equipment or services, please tell your Section Chair as soon as possible.

### **Presentation Tips**

- Scale your visuals for presentation in a conference room that seats 150-200 people. Generally this means that font sizes should be no smaller than 24 points. One way to simulate how your slides will appear to the people who are sitting in the back of the room is to step back about 12 feet from a 12-inch laptop or about 15 feet from a 14-15 inch monitor on which your slides are displayed.
- If you are using slides, prepare notes that complement your slides— do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
- 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.
- Use a closing slide to summarize your main points.
- Wherever possible, use screen captures rather than trying to do a live demo.
- Use a mixture of slides that show text, flow charts, and output. Images such as screen captures can be used to show a product's application in the workplace.
- "SAS" rhymes with "glass", "pass", "mass". Do not refer to SAS products or to the company as "S" "A" "S", that is, pronouncing each letter.
- Divide ideas into groups of 3 to 5. People can more easily grasp information in small segments.
- Don't add clip art just to make slides "interesting".
- Limit the text in your visuals to the main concepts.

### **Practicing your Presentation**

- Practice your presentation aloud, speaking slowly and clearly. Remember that how you say it is just as important as what you say.

- Ask others to listen and give you feedback about the volume, clarity, and speed of your presentation.
- Do not read your paper or slides. Use an outline of your major concepts to follow when making your presentation.
- Use simple English to help your audience grasp your message more easily. For many attendees, English might be a second language.
- 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.
- Time your presentation. Be sure not to use more time than is allotted for your presentation. Allow at least 1 minute of your time for being introduced and a few minutes for questions.

## Presentation Requirements

- Use SAS trademarks correctly in your slides. A list showing the proper names and trademarks is available at <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>. Your presentation file include have a slide to display the Trademark Citation.
- **File must be PowerPoint 97-2003.**

## Delivering Your Presentation

- Be sure you know exactly when and where your presentation will be given.
- Arrive at the correct location at least 15-20 minutes before your presentation.
- Let the Section Chair or Session Coordinator know you are there. A Session Coordinator will help you by taking care of the lighting, and will help you with the microphone, presentation laptop, etc., if needed.
- Be sure that everything that you need is in place and working.
- Stand at the podium if possible. This gives the audience a clear view of both the screen and you.
- Be aware of the time. A Session Coordinator will help you do this via flash cards that will show how much time remains. The Session Coordinator will stop your presentation when the allotted time is used. You will not be allowed to continue beyond your allotted time.
- Do not turn around to read your slides to the audience.
  - If you turn around, it might seem that you're not sure what's on the slide.
  - Also, turning your back to the audience decreases the audience'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. It's common for speakers to get questions from their audiences. You should consider it a compliment that your listeners want to learn more about your ideas.
- Repeat each question. This benefits the entire audience, and verifies what the question is. It also gives you a few more seconds to prepare an answer.
- If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation.
- **It is essential that you be courteous to the next presenter by leaving the podium and the stage immediately at the end of your presentation time period.** The presenter following you needs access to get set up and needs time to get accustomed to the equipment and the stage.
- 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 get contact information from people you promised to reply to.

- If any conversations or questions continue when the next presentation starts, continue the conversation outside the presentation room to avoid disturbing the presenter or audience.

## **Supporting Materials**

Handouts may be used if necessary. They should be used for information not possible or convenient to show in slides, such as example code, an appendix, or other supporting material.

If you decide to produce supporting materials, please:

- Do not include price lists, support commitments, promotional data, or other information of a sales nature.
- Include your name and contact information so that people can contact you if they have questions or want more information.
- Do not rely on your supporting materials to take the place of good visuals or a well-prepared oral presentation.

If you have hard-copy handouts:

- Bring a minimum of 50 copies.
- When you check in before your presentation, tell the Session Coordinator that you have a handout. The Session Coordinator will distribute the handouts before you begin your presentation.
- Insert the appropriate trademark symbols (® or ™) and the Trademark Citation, following the same instructions as for your paper. At the end of your handout, you must include the Trademark Citation.

## **Guidelines for Posters**

### **General Information**

Poster presenters must write a paper for the MWSUG Proceedings like presenters in other sections of the conference. The difference is that, in the Posters Section, the product delivered at the conference is a poster, rather than a talk.

The paper should not be simply the exhibits used for the Poster display.

### **Schedule and the Obligations of the Poster Presenter**

The Poster Presenter must put up his/her Poster on the board designated by the Section Chair.

The poster boards are erected on Saturday or Sunday, time TBD. On Sunday, the Section Chair will hold a brief meeting with you to explain your obligations at the conference. Before and/or after this meeting, you should put up your Poster. Materials to affix your poster to the board will be provided by the Section Chair.

One of the obligations of a Poster Presenter is a "Meet the Presenters" session. At a designated time during the conference, you will be expected to stand by your Poster for about an hour, so that attendees can discuss it with you. Before the conference, the Poster Section Chair will let you know when this will be.



Disassembly of the Posters begins about 10:00 am on Tuesday. If your poster has not been removed by Noon on Tuesday, it will be removed for you and discarded.

***For your Pre-Conference obligations, see Guidelines for ALL Presenters and Guidelines for Papers.***

## **The Poster and the Boards**

There will be two panels available for your Poster. The two panels are usually at an angle to one another. On top of the larger board is a title board. Poster presenters must supply their own titles. The presenters have free use of the two lower panels.

The main panel is approximately 4 feet x 4 feet (usable space 45-1/4 inches x 45-1/4 inches).

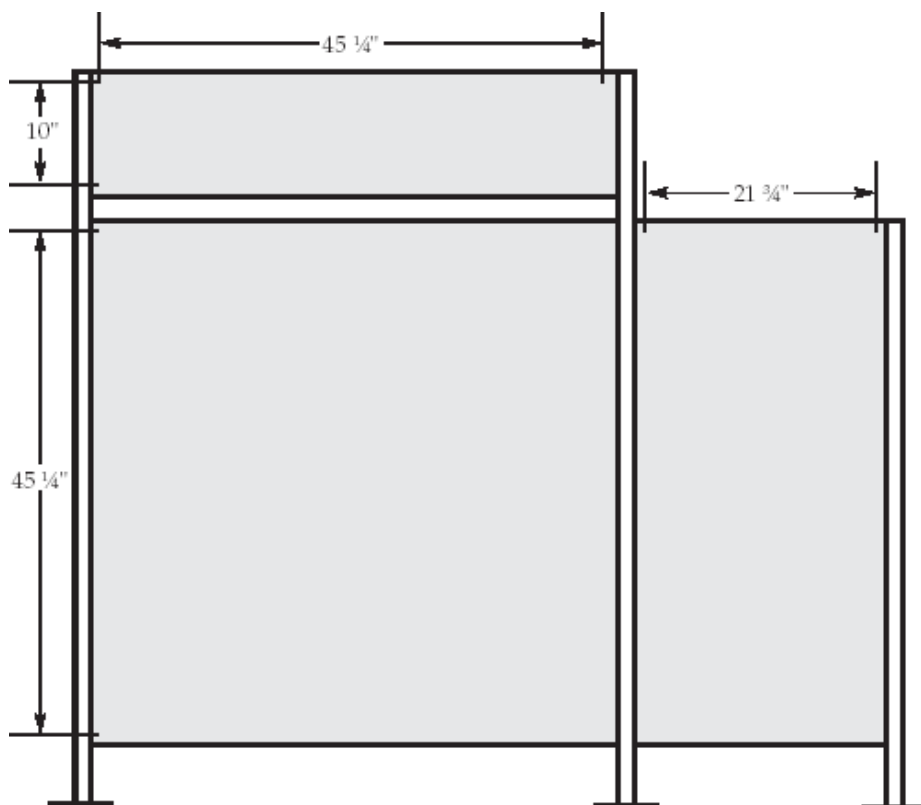
The adjacent side panel is approximately 2 feet x 4 feet (usable space 21-3/4 inches x 45-1/4 inches).

The main panel is separated from the side panel by a metal bar, so if you use the side panel, plan to create your poster in two pieces.

If your presentation is very compact, you can leave the side panel empty. Alternatively, you can use the main panel to present the problem and the solution, and use the side panel to summarize and discuss your technique, and provide contact information.

You must create a title banner with the title and name(s) of the author(s) of the poster. You are not required to put a large title at the top of the main panel.

## **Diagram of Poster Board**



## **Poster Tips**

- 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 or in handouts that you optionally can make available at your poster.
- It is recommended that you use at least ¼ inch text (24 points) on your poster and that important statements and headings be larger (at least 28 or 36 point).
- The presentation poster boards are covered with a blue material. Keep that in mind if you are using colored paper for your poster.
- Graphs, charts, drawings, and other artwork can be effective poster enhancements.
- Do not create a standard PowerPoint presentation, and print out the slides to use as your poster.
- This web site has helpful tips: <http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>
- See also “Effective Poster Presentations for SAS User Group Conferences: Recommendations and Techniques”, by Helen-Jean Talbott, Commercial Credit Corporation.  
You can find it at: [www2.sas.com/proceedings/sugi29/153-29.pdf](http://www2.sas.com/proceedings/sugi29/153-29.pdf)

## **Poster Requirements**

Insert the appropriate trademark symbols (® or ™) and the Trademark Citation, following the same instructions as for your paper. Somewhere on your poster you must include the Trademark Citation.

## **Poster Printing Tips**

You are not required to print out your poster on a full-size sheet.

Many presenters compose their posters in pieces that can be printed individually.

However, the sites listed below can provide large format printing, and most copy shops can do it.

Copydotcom.com  
Digitalroom.com  
Genigraphics.com  
Advantagegrafix.com  
PhDposters.com  
Posterpresentations.com  
Postersession.com  
Scifor.com

## **Setting Up your Poster**

You are responsible for setting up, taking down, and presenting your poster according to the instructions from the Posters Section Chair.

Materials will be available for attaching your poster to the board.