



AFP Massachusetts Annual Conference on Philanthropy

Guiding Principles:

- 1) Consider your Audience** Speakers should be mindful of a diverse audience, along size of shops and category of institutions.
- 2) Consider Takeaways** Consider including objectives and takeaways of what people will learn from your session, give the presentation, and provide a closing summary.
- 3) Be Interactive & Engaging** Sessions should be interactive with pauses for questions along the way. Engage the audience, possibly by taking a poll on a topic, or posing a question to the room.
- 4) Incorporate Current Trends** Speakers should not only talk about their own case study, but compare results to trends and state the relevance to all attendees.
- 5) Use Slides as a Reference** Speakers should use their slides as a reference and avoid reading directly from them. Appearance of slides should be easy to read, not text heavy.

QUESTIONS

Please call: Melanie McHugh, Chapter Administrator: 781-894-3140

THANK YOU!