

HOW TO HOST INCLUSIVE PRESENTATIONS

One way to make diversity, equity and inclusion a part of your culture is to ensure your club and district presentations appeal to a diverse audience. Here are some tips.

SET EXPECTATIONS

Before you engage any speakers, create a plan. Careful planning helps set an appropriate tone:

1. Determine the topic and mood of the presentation.
2. Outline what should be presented and how.
3. Outline what should not be included and why.
4. Think about visuals.

Remember, there are ready-made DEI presentations at kiwanis.org/diversity.

ENGAGE A SPEAKER

1. Determine the ideal speaker based on your needs.
2. Share and explain the presentation outline.
3. Set strict guidelines for the topic and tone of the presentation.
4. Explain the demographics of your intended audience.
5. Ask the speaker to practice speaking slowly and clearly, keeping pace with the time allotted.

Who can deliver the presentation you have in mind and adhere to your guidelines while being an engaging, thoughtful collaborator?

FOLLOW BEST PRACTICES

1. Use font sizes 18-24 points or bigger on slides.
2. Choose common, easy-to-read fonts such as Arial and Georgia.
3. Keep text on slides to a minimum (6-8 lines per slide and no more than 30 words).
4. Write in sentence fragments, using keywords and bulleted lists.
5. Stay away from harsh colors and busy backgrounds.
6. Stick with simple animations or don't use them at all. Remember – audience members with learning disabilities, such as dyslexia, will have trouble reading moving words.
7. Use inclusive language that shows respect for all people and cultures.
8. Use nonsexist language and avoid gender-biased comments.
9. Be sensitive to your audience in your choice of language and use of acronyms, anecdotes and humor.
10. Turn on auto captions in your presentation software, if available.

For more tips on inclusive language, see the Get Your Club Started with DEI flyer at kiwanis.org/diversity.



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REVIEW MATERIAL

1. Create or request the script ahead of time to review.
2. Create or request the slide deck to review in advance.
3. Consider having the speaker sign a basic agreement that outlines the expectations.

Your audience will assume that presentations are created and/or approved by your leadership. Working with a speaker or presenter can alleviate any surprises that may exclude or offend participants.

MONITOR ON SITE

1. Put two people in charge of monitoring the stage and presentation.
2. Create a chain of command (i.e., know who to talk to) in case of any issues.
3. Always have the speaker use a microphone.
4. Have the speaker or a moderator repeat questions from the audience.

5. If you also have a virtual audience, acknowledge them and monitor questions.
6. If a presenter does not follow guidelines, end the presentation early and thank them off the stage or podium. Turn off or mute microphones. Have an alternate plan in place to continue the presentation.

With proper planning, an inappropriate presentation should be rare. Make sure your monitors observe agreed-upon protocols. Be respectful and protect the diversity of your audience and the intended tone of the presentation.

DEBRIEF

1. Gather feedback from your audience via survey, comment card or casual conversation.
2. Debrief with your planning team — what went well, what could be improved.
3. Keep notes for the next event.

PRESENTATION EXAMPLE: A KIWANIS MEMBER MEMORIAL

Many Kiwanis district conventions include a memorial presentation to remember Kiwanians who have passed during the year. Such presentations should be respectful and inspirational. You may want to refrain from a religious ceremony and include a non-denominational statement rather than a prayer. Consider a slideshow with names and photos. Also be mindful of imagery. Some ideas:

- **Use flowers.** Start with one vase of flowers and one empty vase. As each name is read, move a flower from the first vase to the second vase.
- **Use candles.** As each name is read, have someone light a candle (real or LED).
- **Use bells.** As each name is read, have someone ring a bell or chime.

SOURCE: Some best practices taken from the Association of Legal Administrators Speaker Guidelines (alanet.org).



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