

# 2026 Forum Content Preparation Tips

We are thrilled that you are presenting at Forum 2026 and appreciate your time and effort preparing your sessions. Crafting and delivering content for a presentation is both exciting and rewarding, particularly when it draws on your extensive expertise and thorough research on the topic. As you develop your slide deck, please remember that your genuine enthusiasm for your topic, while presenting, will differentiate your presentation from an attendee reading a white paper on your topic. YOU are the presentation. The document “2026 Forum Presenting Tips” has suggestions on how to deliver your presentation. The content below will help guide your decisions on how to best keep your visuals engaging.

## **IMPORTANT:**

- Only use content (images, video, etc.) that you own, or have permission to use and cite.
- Email your PPT, poll prompts and responses, and other resources (“handouts”) to [jkupiec@nigp.org](mailto:jkupiec@nigp.org) *before* July 17, 2026, so NIGP can upload them to the Forum app and virtual Forum platform for attendees to access.
- Bring your laptop, to present from, and charging cord to Columbus. These will not be provided at Forum.

## **It's About Your Audience**

Your presentation is not about merely showcasing your knowledge or skills, it’s about meeting the needs and expectations of the audience. Think about your audience from their point of view (experience level, in-person and virtual, etc.) and design your content to help them leave with insights or skills that are meaningful and applicable to them.

## **PPT Slide Basics:**

- Can the slide be read/understood in 10 seconds or less?
  - This is easiest to accomplish if you limit each slide to one idea.
  - Avoid competing with your slide. YOU are the presentation. Your slides *enhance* the presentation. If attendees are reading or trying to understand a slide while you’re talking, they’re no longer engaged and may become confused.
- Use the 6x6 rule.
  - No more than 6 bullets per slide
  - No more than 6 words across per bullet
- If your presentation is data heavy, provide an additional resource with details that can be read later. Practice minimalism with your slides. Simplify, simplify, simplify.

## Language:

- Focus the language and content toward your primary audience: public procurement members.
- Is your audience expecting Foundation or Advanced content? Don't confuse or patronize your audience by speaking to the wrong audience.
  - Foundational Sessions:
    - These are tailored for professionals who are seeking to understand and master the fundamentals of public procurement. The content in these sessions is foundation to intermediate, designed to ensure that attendees acquire the fundamentals of the topic moving towards proficiency.
  - Advanced Learning Sessions:
    - These are aimed at professionals who have mastered the foundations of procurement and are looking for more advanced content. Advanced sessions are premised on the assumption that attendees already have a solid understanding of the basic concepts, allowing the sessions to delve into new and more complex topics promptly. This level is intended to enhance and expand the participants' expertise.
  
- Does your content align with the description submitted with your session proposal? Attendees will be there because of the description and expect the content to be aligned.
- For concepts that might be seen as new or complex to most of your audience, consider using an analogy to make it easier to understand.
- Acronyms are appropriate for the PPT slide but, depending on your audience, you may need to define the acronym when you speak.
- What is the call to action or key takeaway you want your audience to remember? Keep it short.
  - Resources and Takeaways: Consider including a list of additional resources for further learning, and practical takeaways that participants can apply on the job. These might include job aids, checklists, and relevant web links. Please provide these, along with your slide deck, to [jkupiec@nigp.org](mailto:jkupiec@nigp.org) to upload to the Forum platform for easy attendee access.

## Evidence:

Use multiple forms of evidence during your presentation to give credibility to your message and drive impact. These can include...

- **Demonstrations**
  - Show how something works. Video is one way of doing this. Stay away from small in-person objects that the online audience won't be able to see.
- **Examples**
  - Share short stories about your experiences. The key is to keep them short, with only the relevant information included.
- **Facts**
  - Things that are verifiable and true. We need air to breathe. Gravity keeps us from floating away. Watch out for opinions/claims. Saying your entity is the best, is an opinion. Saying your entity won a specific award, is a fact.
- **Exhibits**
  - Photos work well. Again, be sure that you have written permission to use the image if you did not create it yourself.
- **Analogies**
  - Compare what might not be known, to what is known.
- **Testimonials**
  - Who else says so? Quoting respected people can lend credibility to your message.
- **Statistics**
  - Percentages and other numbers.

## Images, Video, and Fonts:

- Only use content (images, video, etc.) that you own, or have permission to use and cite. Under no circumstances should you use images sourced from search engines. If you have a Microsoft license, any content found within their Stock Images library are acceptable. Additionally, here are some websites where you can find free, royalty-free images\*:
  - <https://www.pexels.com/>
    - License information: <https://www.pexels.com/license/>
  - <https://pixabay.com/>
    - License information: <https://pixabay.com/service/license-summary/>
  - <https://unsplash.com/>
    - License information: <https://unsplash.com/license>

*\*Be sure to read each website's licensing information to ensure images are cited properly. When in doubt, it is best to include the image's attribution to your presentation.*

- Use high-quality images.
  - Avoid enlarging images if it lowers the quality.
- Use consistent, easy-to-read fonts that are large enough to read from the back of the room. We recommend Arial, Verdana, or Helvetica.

## Openings and Closings:

- Openings
  - In what ways can you favorably engage your audience from the start?
    - Captivating statements
      - Analogy
      - Startle
      - Good news
    - Question
      - Gain information through a poll
      - Get participation
      - Create agreement on a need or interest
    - Story
      - Personal experience
      - Third party
      - Historical
  - Keep the presenter(s) bio(s) brief! All bios are available in the app for audience reference.
- Closings
  - In what ways can you leave your audience with a positive lasting impact?
    - Repeat a major benefit or key points
      - Keep them brief so they are memorable
    - Use a quote
    - Ask for the audience to take an action, and provide them with a potential benefit if they take the action
    - Give them a challenge

Please add a slide at the end of your presentation asking attendees to complete a session evaluation. (session evaluations will be available in the Forum app). Audience feedback lets NIGP continue to bring the best of what your members want and need. Please note, NIGP will provide you with your evaluations results after Forum.

Include your name and contact information on the slides and any handout material. You worked hard to create these resources and you deserve credit for them.

If you want feedback on your content, assistance with your slide deck, or to practice your session please reach out to [jkupiec@nigp.org](mailto:jkupiec@nigp.org) We're happy to help!