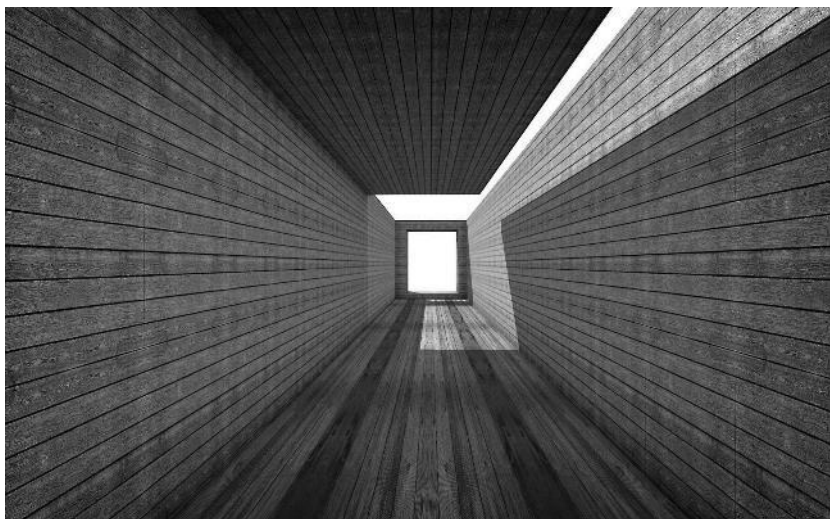




# Pitch Perfect

Composing Presentation Proposals  
that Strike the Right Chord



Brought to you by:

 Society for the Advancement of  
Gerontological Environments

 THE CENTER FOR HEALTH DESIGN®



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- President – SAGE
- Member – FGI's Residential Design Guidelines

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- Advisor – Abacus Institute
- Adjunct Faculty – Kent State University
- Board Member – IDEAS Institute



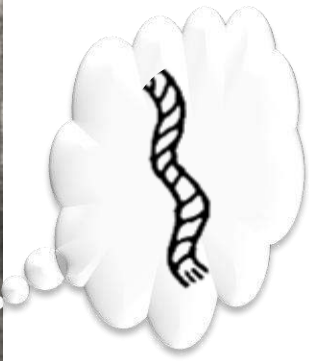
## About Us

Jill Schroeder & Addie Abushousheh are self-proclaimed mischief-making industry protagonists, always striving to do better for those we work with and on behalf of.

# Glossophobia

- Fear of public speaking
- Common phobia
- Affects  $\approx 75\%$  of people





# 15% Rule

- There's no such thing as knowing 100%
- Everyone knows 15%
- Everyone's 15% is different

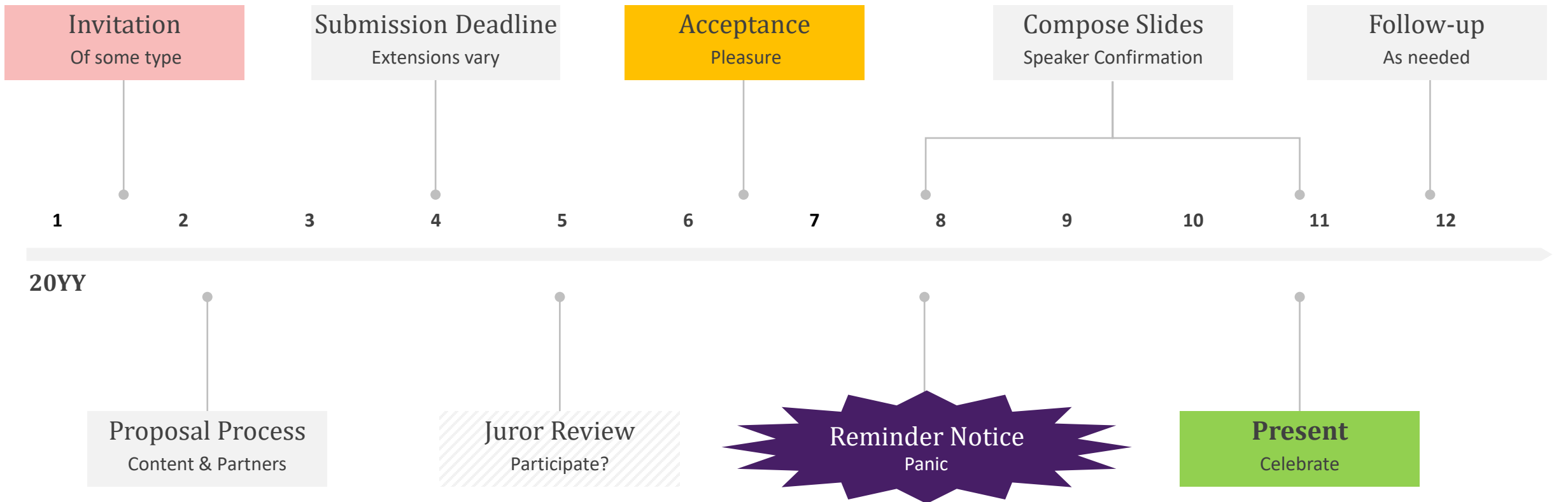
# WHY? ROI for Presenting

- Clarify a message
- Educate the audience
- Improve processes
- Advocate for users
- Gain recognition
- Influence the field
- Stir the pot

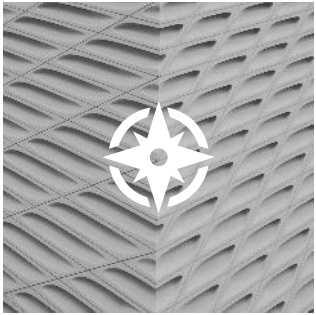


# Proposal and Delivery Timeline

Typical time varies by venue and intention



# Know Your Audience



Care Providers

LeadingAge



Researchers

ASA/GSA



Designers

EFA



Vendors

TELS



Funders

Zeigler



# Look for Gaps & Know your Passions

## Information Collection and Organization



### Research

What can contribute to knowledge within the field.

What hasn't been done?

### Knowledge

What is it that can empower the audience?

Is it *you* or is it your *stuff*?

### Design

What's relevant to your role in the industry?

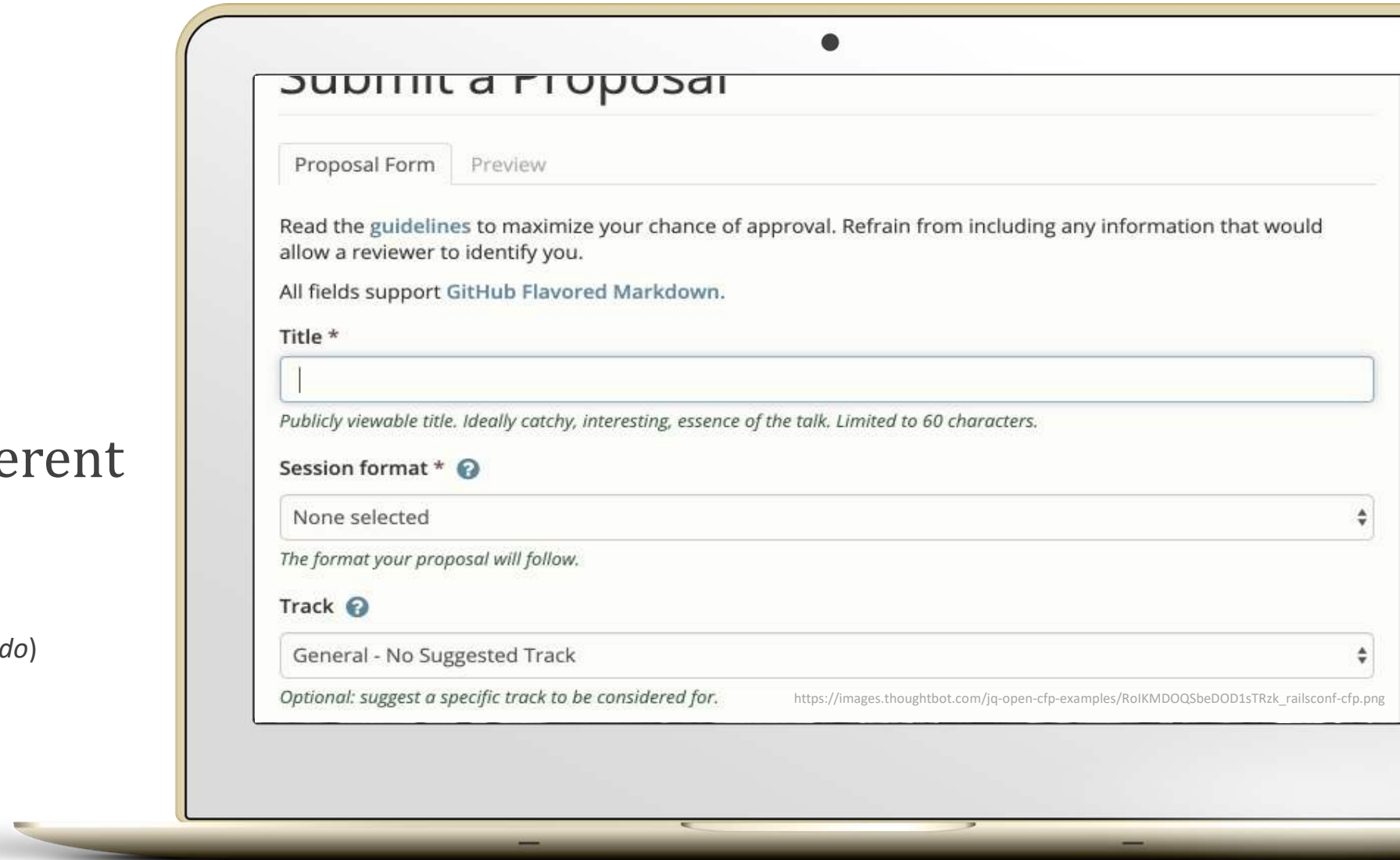
Know your expertise.

# Submission Platforms

## Every platform is different

### Know your audience

- **KISS it!** Keep it short and simple
- Don't need to educate jurors (*unless you do*)
- Work offline first if possible



# Speaker Selection



## Expertise

Company or Individual

Avoid conflicts of interest



## Bios

Combined Expertise

Avoid the “bucket of bore.”



## Headshots

You do you

Current, Confident, Clear

# Improve Awareness & Self-Promotion

Remember what you're "selling"



# Learning Objectives

Totally *NOT* a waste of time

## CEUs

- Know your audience
- Attract people



## Outline

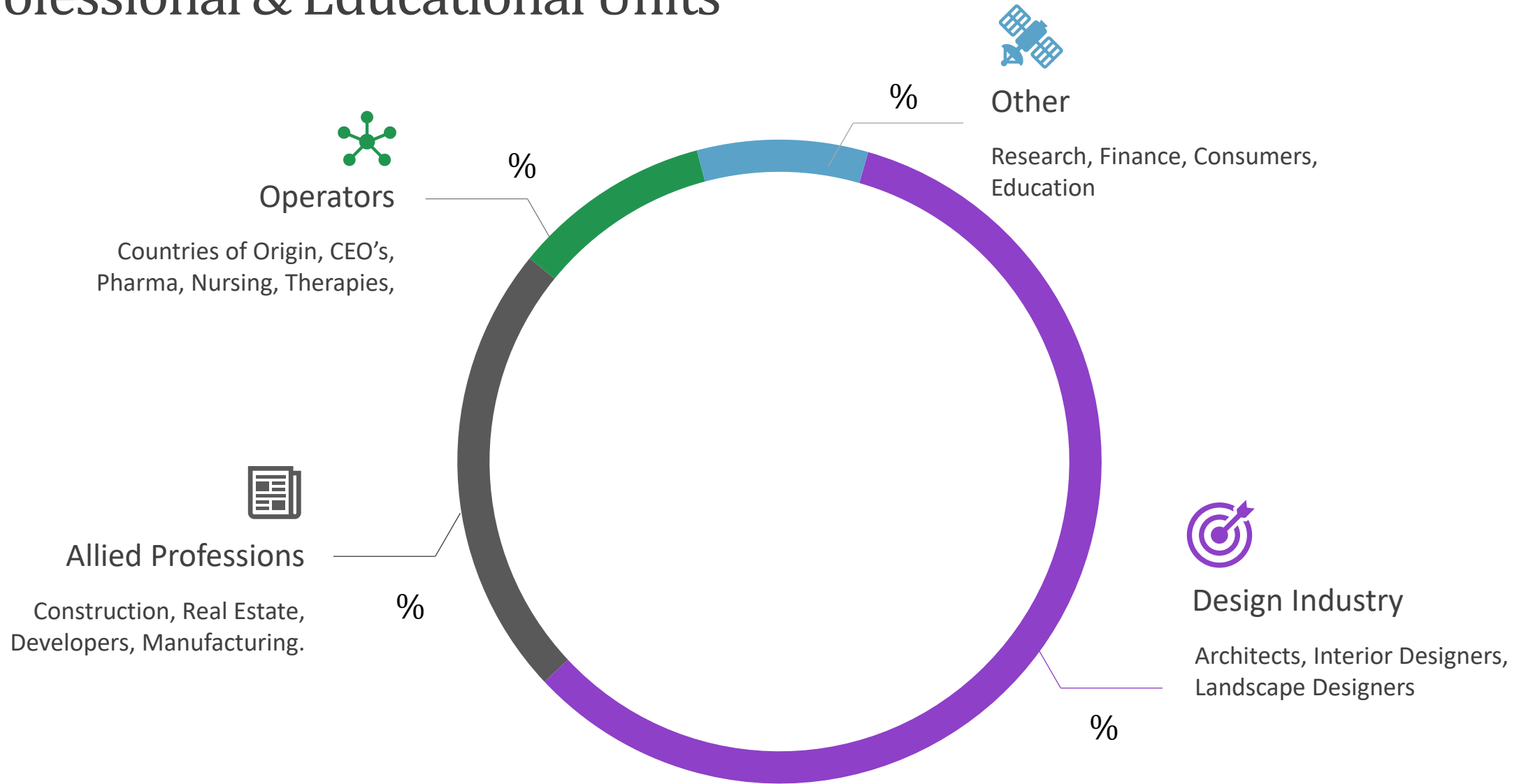
- Presentation structure
- Content development

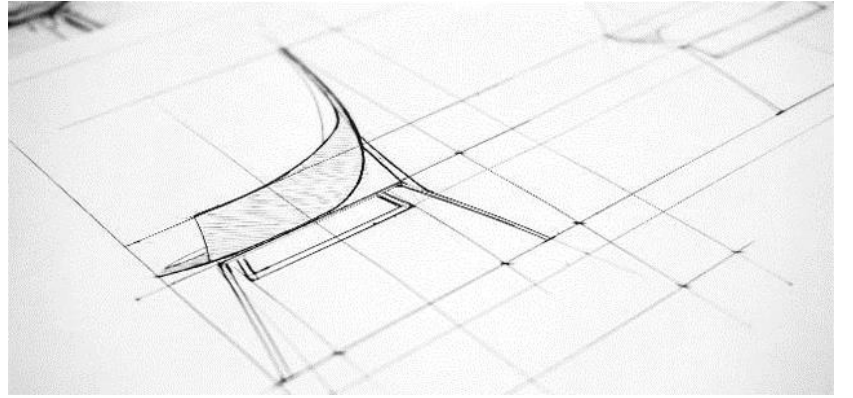
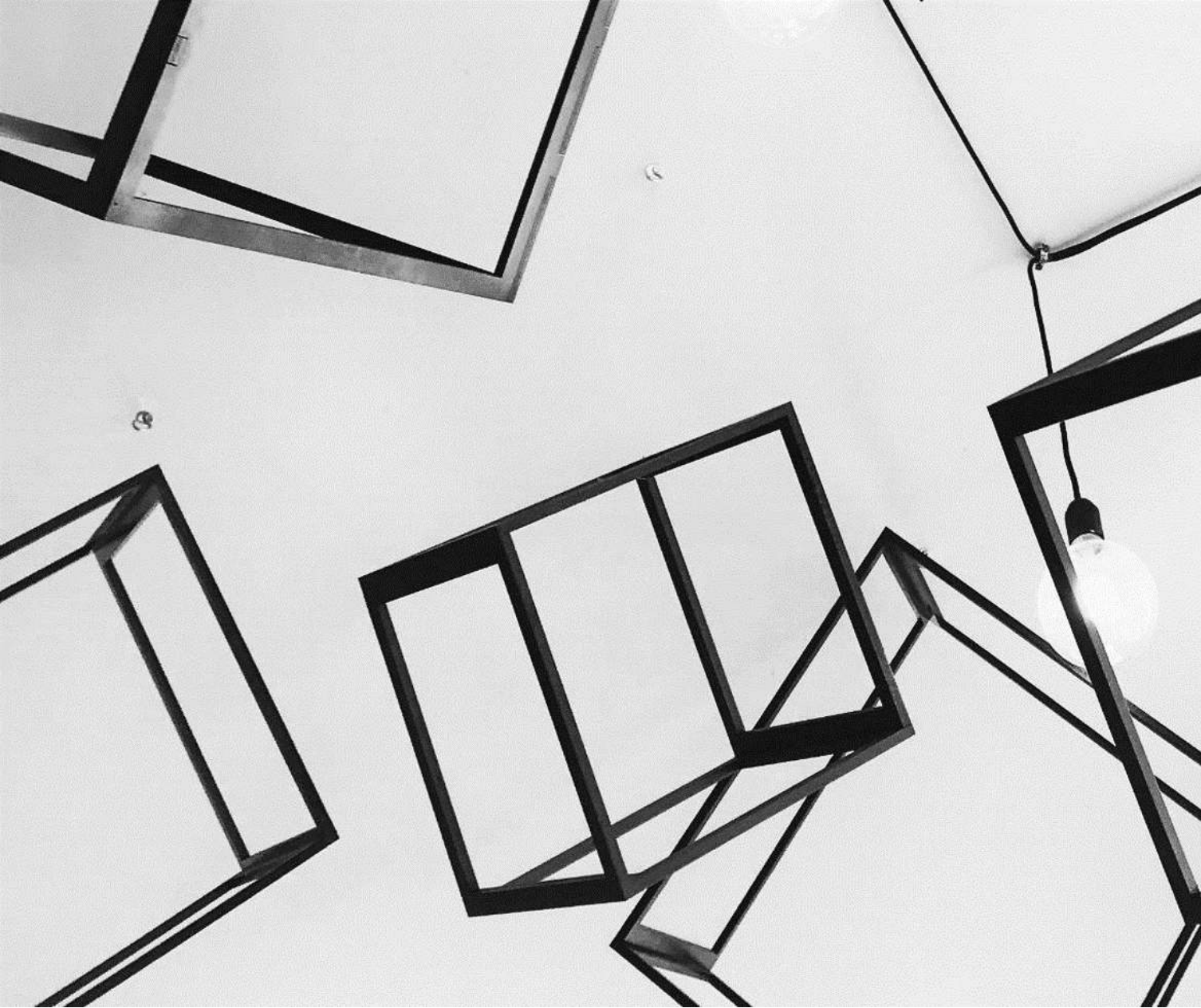


## Takeaways

- Tools
- Empowerment
- Connections

# Professional & Educational Units





# Concept Development

How can you address information in a memorable way?

Connect audience with the information.

# Session Title and Description

## Catchy Title

- This Session is a Disaster!
- That's a Stupid Rule
- Naked Architecture
- Bat S\*\*t Crazy Ideas
- Going Au Natural: The Benefit of Doing it Outside

## Informative (but fun) Description



You're competing with these sessions

- First few sentences are key!
- Tell them what you're *REALLY* going to tell them.
- Darling, had I only had more time, I would have written you a shorter letter. ~Mark Twain

**Start Early**



# Delivery Type

## In-Person vs. Virtual


Should I stay or should I go now...?

- Projection looks different than on the screen
- Say where your body is coming from (regardless)
- Prep for technology capabilities and limitations



# Presentation Composition & Delivery

Let your content live its best life

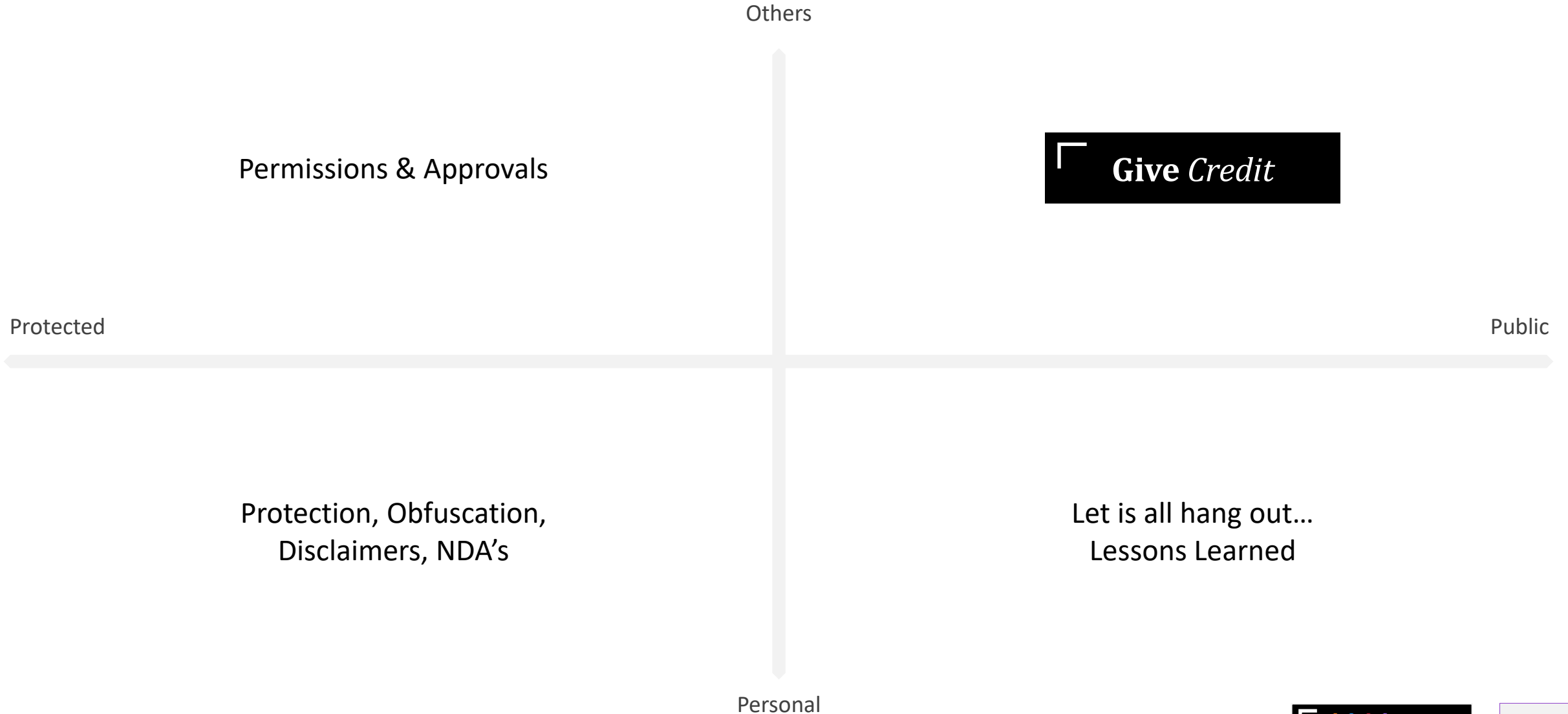


“Did you hear about the circus fire?

*It was in tents!*

...Which brings me to my next subject about NFPA life safety code...

# Proprietary & Protected Information



# Reduce, Reuse, Recycle

Consider how information is showcased from one presentation to the next.



## Important

- How can and should it be reused?



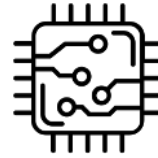
## Boring

- How might it be repackaged?



# Contingency Planning

Audience composition



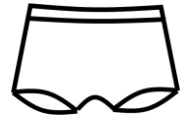
## Hardware

- Incompatible equipment
- Hot (or cold) mics
- Network access



## Software

- Slides are a “no show”
- Videos & volume
- Unexpected updates



## Underwear

- Wrong slide deck
- Wrong audience
- Wrong words
- Wrong luggage

# Timing is Everything

- Present within allotted time
- Respect co-presenters
- Honor attendees
- Avoid Interruptions
- Current information



# Extend (*and Inform*) Spheres of Influence



You



never



know



who

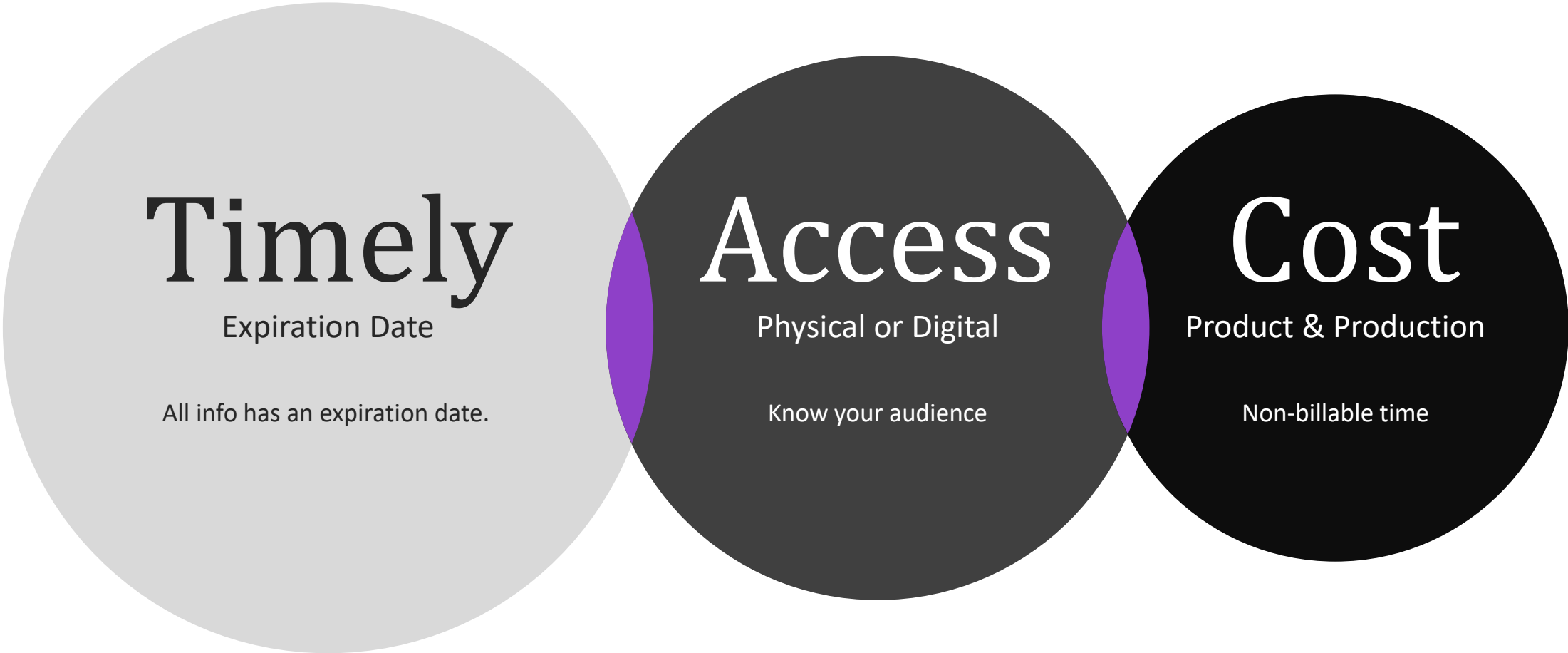


will



attend!

# Accessing Information, Individuals and Opportunity







# Thank you

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