

Style Guide for Conference Submissions

Conference submissions should be prepared electronically in either Word or PowerPoint formats. Text should be double-spaced in 11-12 pt type. Total length of submission should be no more than 30 pages.

Cover Page: Include names, institutional affiliations, and contact information for all authors, including phone and email.

Abstract: All submissions should provide a short abstract (up to 100 words), outlining the principal focus of the paper. A short 50 word biographical profile of each author should be provided.

Contents: The submission should not be a vehicle for marketing any specific product or service. Authors should avoid the use of language or slang which would not be in keeping with the professional tone of the Conference. Authors are also asked to ensure that references to named people and/or organizations are accurate and without libelous implications.

Formatting: Names of organizations should be written out first in full followed by the organization's initials in brackets, as appropriate, e.g. Reputation Institute (RI). After first use, only the initials of the organization should be used.

References: All academic submissions should be supported by appropriate references to the literature. Reputation Institute follows the Harvard referencing system: Author names are placed in brackets in the text [e.g. Stroud & Ludlow(2005)], and listed in alphabetical order in full at the end of the text. For instance:

Pine, J.B. II, Peppers, D. and Rogers, M. (1995) 'Do You Want to Keep Your Customers Forever?', Harvard Business Review, March-April, pp.103-114.

McKenna, R. (1991) Relationship Marketing: Successful Strategies for the Age of the Customer. Reading, MA: Addison-Wesley.

Stroud, D. (2005) 'Interactive Marketing for the Charmed Generation', Journal of Direct, Data & Digital Marketing Practice, (In Press).

Images, Figures, & Tables: Photographs must be of sufficient quality in respect to detail, contrast and fineness of grain. Their approximate position in the text should be indicated [e.g. Insert here]. Electronic copies of images should be provided, where possible, as JPG, GIF, TIFF files (minimum resolution 300 dpi). Authors should ensure where possible that images, figures and tables:

- can be reproduced clearly in grey-scale.
- are submitted in electronic format, preferably in MS Word, Excel or PowerPoint.
- are referred to in the text and numbered consecutively.
- Are supplied separately from the main body of the text, with their approximate final positions, and legends marked within the main text.
- use legends or footnotes to describe the figure content
- can be understood independently from the text

Oral Presentation Guidelines

The Oral Presentation sessions consist of 3-5 papers/presenters per session. The presenters will have about 15 minutes to present their paper. The main purpose of these sessions is to allow presenters the opportunity to convey the importance of their research to a large gathering audience. Below are some guidelines to help you prepare your presentation.

1. The Presentation:

MS PowerPoint is Reputation Institute's standard presentation format for the annual conference. Each breakout room will come equipped with a standard audio-visual package setup (see below) that will support an electronic presentation.

- 1 Slide Projector/Canvas Screen
- Stationary PC or Laptop with DVD and USB ports
- 1 White Board, 1 Flipchart

Even if you are an experienced presenter, please take a moment to read the following information completely. If you require further assistance after reviewing this information please email your questions to conference@reputationinstitute.com.

Step 1: Gather Materials

Software: Microsoft PowerPoint.

Begin your presentation by creating "word slides" in outline format. Be as succinct as possible. Remember the audience has only seconds to read and grasp the meaning of each frame.

Images, drawings and graphics can be obtained from sources such as digital cameras, scanners, PACs, and the Internet. Experiment with different formats and compression levels to see what works best with your images. Generally, anything that looks acceptable on a 17-inch monitor will also look good when projected.

Judicious use of animation can enliven an otherwise dull presentation. If you plan to animate various components in your presentation (slide titles, graphic elements, bulleted text, etc), try to be as consistent as possible.

Step 2: Assemble the Presentation

Pictures: Images inserted into PowerPoint are embedded into the presentation. Images that are created at a dpi setting higher than 72 dpi are not necessary and will only increase the file size of your presentation. Try to avoid overloading your presentation with unnecessary images. JPG and PNG images are the preferred file format for inserted images.

Fonts: We only supply fonts that are included in the base installation of Windows. Fonts other than these should be embedded into your PowerPoint presentation. The fonts we suggest using are Times New Roman, Arial and Tahoma. Use of fonts not included in Windows can lead to unreadable text, words that bleed into graphics or bullets that may be the wrong style. Microsoft provides a utility to determine if a Font can be embedded (see website).

<http://www.microsoft.com/typography/property/property.htm?fname=%20&fsize>

Fonts are easily embedded into your presentation following these steps:

1. Click File, and then Save As.
2. On the Tools drop down menu select Save Options
3. At the bottom of the menu you will see an Embed TrueType Fonts check box. Check the box.

Users of Apple Computers:

Images: Use common image formats that are cross platform compatible such as JPG, PNG, GIF, and BMP.

Fonts: Use common cross platform compatible fonts such as Times New Roman, Arial and Courier. It may be necessary to load your presentation onto a Windows machine. If this occurs, many custom Mac fonts will not translate properly.

Animations: Use simple entry animation effects, such as fly in/out, appear, and dissolve.

File Extensions: If your Mac version of office does not append the file extension, be sure to include it in your filename. Use .PPT for PowerPoint files and .PPS for PowerPoint slideshow.

2. Handouts:

Be sure to bring at least 25 copies of your original paper (these can be double sided). Have your papers readily accessible for attendees to pick up. If you run out of papers, take the business cards of the attendees interested in your work or write down their addresses. You can also bring some blank mailing labels to mail out your paper. A PDF version of your paper and/or presentation will be distributed to all attendees unless you have specifically requested otherwise.

3. Presenting:

Please arrive at your session meeting room at least 15 minutes before the session begins. Take time to familiarize yourself with the set-up at the lectern. You will control/advance the slides during your presentation. Note: Wireless remotes are not provided as a standard item. We have arranged to have technicians floating between session rooms to assist as needed and RI staff will also be on-hand to help.

When presenting, make sure you speak slowly and clearly. DO NOT read from the slide, but explain it. Address the audience when you are speaking. Try not to keep looking down at your presentation. You might also want to involve the audience by asking questions. This is a great way to keep the audience interested in your work. Lastly, just try to relax and have fun when you are up there.

4. Schedule and Timing:

You will receive a notification letter/email from the conference coordinator as to when and where your presentation is scheduled during the conference. Be sure to come early to your session to check in with the session facilitator or chair and to go over any last minutes changes your might have. You, or one of your co-authors, MUST be present during the start of the session.