

## Writing Descriptions and Preparing Your Presentation for ASME Additive Manufacturing Events

To give your presentation the best opportunity to be scheduled and draw the largest audience, here are a few things to keep in mind:

- Presentations should focus on case studies, applications, problem-solving, and process or technology updates. This could include:
  - What additive manufacturing has allowed you to do
  - Problems or issues solved
  - How the problem was solved through additive manufacturing
  - Methods used to integrate into other manufacturing process(es)
  - Impact on processes, business, functionality, and cost
- The event advisors make every effort to **avoid** presentations that may be too close to a **sales pitch**. Sometimes this can be as simple as avoiding brand names and phrases like “our process” or “our technology.” One approach is to use a more passive voice: “X was studied” rather than “We studied X.”
- Speakers should be **users of the technology**. Generally, speakers from solution providers will be extremely limited outside of the sponsored sessions.
- The reviewers are very experienced and knowledgeable. They really want to know what you plan to present. Provide **as much detail as possible**.
- The audience experience levels range from aware of the technology and interested, to veterans of more than 20 years. **Avoid general statements** that speak to additive manufacturing/3D printing in an overview way. **Get right to the specifics** of your presentation.
- **Your title is important**. Often, your title is the primary way the audience will decide to attend your presentation and should include a compelling implied benefit. Use of verbs can be critical in achieving this. EXAMPLE: Improving Processes with Process Parameter Selection. Phrases that may be great for an advertisement heading, are not likely to be great presentation titles.
- The presentation description submission process asks for both what and why to convey as much information as possible:
  - **Description** should be the specifics of your presentation, providing enough detail for reviewers to evaluate and the audience to understand what you will discuss. This could include what the audience will be able to do after your presentation. This is the section that will be included in the details on the conference website.
  - **Importance** should be all the reasons this presentation is important to the audience.
  - **Use different information** in each section. If it’s unclear what information will be included in your presentation, the reviewers will likely not have time to ask you to clarify before making a decision.
- Prepare your **slides** for both your presentation and as a handout for the audience. One way to do this is by using the notes section of your slides to add additional information for the audience. This also keeps your slides clean for presentation. For your handout, you can print slides with notes to PDF and submit using your speaker dashboard.
- Summary
  - Tell us what you will present in the description. Use the “Importance” section for why it is important.
  - **Details, details, details!**

## What You Can Expect

As a speaker, you can expect preparation for a virtual to be a bit different. Generally, the focus is on producing a seamless, interactive experience for you and the audience. You can expect to:

- Receive ASME’s support throughout the process.
- Have access to a Speaker Dashboard to manage your speaker activities.

- Sign a speaker release that allows ASME to record and share the materials from your presentation. You maintain copywrite and IP of the presentation.
- Have your presentation prepared 3 weeks before the event.
- Send a PDF of your slides to ASME to make available to the audience 2-3 weeks before the event. NOTE: The slides shared can be edited to remove any sensitive information.
- Pre-record the presentation portion of your event 2-3 weeks before the event (ASME will work with you to schedule a recording session.)
- Join the session on the day of the event to answer questions from the audience live.
- Join a chat discussion immediately following your presentation to continue the discussion with the audience.
- Connect with other speakers and leaders in additive manufacturing.
- Be recognized and promoted by ASME.
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