



## **Guidance for speakers delivering poster presentations**

If you are presenting a poster at the upcoming UK Cognitive Linguistics Conference this document is your guide!

**Important deadline:** We would ask you to please submit your recording to [UKCLC2020@contacts.bham.ac.uk](mailto:UKCLC2020@contacts.bham.ac.uk) via wetransfer.com **no later than 20 July 2020** .

### **1. General**

Posters consist of up to three parts, each explained below.

- 1) the poster pitch (mandatory)
- 2) the poster itself (optional)
- 3) a Q&A session (optional)

#### **1. The poster pitch (mandatory)**

The poster pitch is the only obligatory component. This will be a prerecorded talk of approximately 2-3 minutes, where you “pitch” your research to the conference attendees. This is the virtual equivalent of the presentation you would give when people come to see your poster in a regular face-to-face poster session. You can use a Powerpoint presentation or a screen share of your poster (if you have one). We ask you to send the poster pitch to [UKCLC2020@contacts.bham.ac.uk](mailto:UKCLC2020@contacts.bham.ac.uk) via [WETRANSFER](#) no later than 20 July 2020. WeTransfer is free file sharing at its simplest: you simply have to type in our UKCLC email address and upload the file — we will receive a link; there is no need to setup an account.

## **How to create a recorded presentation with Zoom**

We recommend you to use the free Zoom client to record your presentations. The guidance below has been written for colleagues who have not used Zoom previously. Please note that we will not be able to edit any submitted films.

1. If you have not already done so, please [register with Zoom](#) for their free service and download the Zoom client
2. Follow the 'User' guidance in the following instruction manual to enable a 'Local Recording' in your settings:
3. Before you begin please test your audio and video – you can do this during or before you set your meeting up – instruction [here](#).
4. Go to your Zoom account Settings (icon at the top right when you open your Zoom client) > click 'Recording' on the left-hand menu> tick against the option 'Recording a separate audio file for each participant who speaks'
5. When you are ready to record, you can set up and [start a 'meeting'](#) with yourself as the only participant of course!
6. As in point 2 above, [the guidance](#) also shows you how to record once you are in your meeting
7. If you are planning to use any slides or other visual aids, you can ['share your screen'](#) while presenting. For example - you can bring up a Powerpoint either before you start your recording, or during your presentation. The video will show both your Powerpoint and yourself.
- 8. Important:** *Please note the conference programme cannot accommodate presentations longer than 3 minutes in duration. Please ensure you keep within this time limit.*
9. After you stop the recording and end the meeting, Zoom will then download both the video and audio-only files for you

10. Rename the video file with your name so that we can identify it
11. Send us the renamed video file via Wetransfer

### **Further advice for your poster pitch**

- We recommend using a laptop or desktop PC, rather than a mobile device
- Ensure that the audio quality is good; if you are not using an earphone and speaker set, we recommend being close to the your computer and facing the camera while you speak
- Before recording, please consider what can be viewed behind you; make sure that there are no personal items or distractions in the background
- Please ensure there will be no interruptions or invasive background noise while you present
- Lighting. If you are filming in front of a window make sure you are not in silhouette or darkness – try to make sure the main light source isn't coming from behind you
- Please check your video before sending it to us to see whether you are happy with the recording

### **2. The poster (optional)**

The poster material can be a traditional conference poster, but it is optional, as we understand that creating a poster can be time-consuming and that not all posters might be equally effective in an online setting. If you have created a poster you will be able to upload this in Whova next to your poster pitch. Alternatively, you can send it to us with your poster pitch and we will be happy to upload it for you. You could also submit a pdf of the slide deck of your poster pitch.

### 3. The Q & A session (optional)

Your poster pitch and poster will be available before and throughout the conference on Whova, and other attendees can give comments and feedback. Besides, you will be allotted a 30 mins timeslot to address some of the queries live. This will be set-up as a Zoom room where attendees can drop in to ask you about your research. Ideally, they would already have seen your poster pitch in Whova and ask you questions based on that, but you can also use this time to give a short presentation to interested delegates. This will be live and you will have screen-sharing options. Once the schedule is available and if you are not able to join us for this session, please feel free to contact us at [ukclc2020@contacts.bham.ac.uk](mailto:ukclc2020@contacts.bham.ac.uk) and we will discuss the options with you.



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