



Virtual TMAF Presentation Guidelines

Presentation Breakdown:

Time slots are 40 minutes long in total. (30 minute presentation & 10 minutes for Q&A)

- **Company introduction & Product introduction (5 min)**
- **Marketing strategy & competitive advantage (5 min)**
- **Energy, money, or environmental savings associated with this product (5min)**
- **Case studies/successful installations (10 min)** Show how your product(s) help utilities meet their goals
- **Marketing assistance needed from the Center and its members (5 min)**
Residential, commercial, and industrial utility professionals from the US and Canada are in the audience and waiting to hear how they can help you, so please let us know what you need from the utilities to help you!
 1. Do you seek joint customer workshops with the utilities?
 2. Do you need help finding dealers and installers in specific regions?
 3. Do you want utilities to install and use or test your product?
 4. What other partnerships could help you get your product in front of more customers?
- **Contact information (1 slide)**

Do's:

- **Use slide format size16:9** (Size format is under the Design tab in PowerPoint)
- Provide only 1 speaker per presentation slot as our webinar platform has a limitation on panelists
- Sign in with your unique panelist link 5-10 minutes before your speaking time and mute immediately if another speaker is still talking.
- Register as an attendee separately if you plan to listen to other sessions.
- Make sure Contact Information is listed
- Include your company name in the presentation file name
- Be prepared for questions on the costs or economics of a product
- Contact ESC staff as early and often as necessary to confer/review presentation
- Inform ESC staff if you are including videos or sound
- Use the 6x6 Rule - no more than 6 bullets per slide and no more than 6 words per bullet

Don't's:

- Don't use your panelist link to just join the 3 day webinar to listen to other presentations, register separately as an attendee if you want to do this.
- Don't use videos within your presentation as the Gotowebinars platform does not support videos within a presentation. Contact staff if you absolutely need to show a video.
- Don't waste time explaining basic principles of combustion or HVAC
- Don't use your canned sales pitch with this audience. You lose respect if your presentation sounds like a commercial. (You should however discuss advantages specific to your product that makes it superior to similar products.)
- Our members love gas, so don't waste time preaching to the choir on the benefits of natural gas.
- Don't waste time with corporate structure and history
- Don't make the mistake of using too many slides
- Don't use a lot of acronyms and make sure to properly define acronyms you do use
- Don't use too much text on slides so that it becomes hard to read.
- Our members serve some 53,500,000 gas customers – don't neglect an opportunity to make a great impression to grow brand awareness and recognition!