

Dear AIB 2004 Author:

We are less than 60 days away from the beginning of our annual conference in Stockholm. Many people have worked very hard to review your submissions, create exciting panels and generally deal with the hundreds of details involved with putting together an international conference. And of course you have already made a major contribution by submitting a high quality paper.

Now, we have to work to make the sessions the best they can be.

We all know and remember fantastic paper sessions and those where we had to pinch ourselves to stay awake! We also remember with pain, sessions where we were dying to ask a question, but no time was left for questions from the audience; or times when as the last speaker we got shortchanged our allotted time. There are many things that each of us can do to ensure that the paper sessions, which are the core and substance of the conference, are rewarding thus ensuring a successful conference.

Although in the beginning, we wanted to include full papers in a CD this year as of proceedings, the reason being not to create any problems in further publications of the manuscripts we ended up including just the ABSTRACTS this year as well. So, for revised versions of manuscripts there is no deadline. You can bring the latest version to the conference as long as you submit the latest version of your abstracts until June 1<sup>st</sup>. Please load the updated abstracts by June 1st, 2004 at <http://frontpage.cbs.dk/aib2004/author/login.php> for the proceedings.

Other than that, you can reach the basic travel information about Stockholm in the AIB web page: <http://aib.msu.edu/events/2004/TravelInformation.asp> As announced before, all registration and hotel details can be found on the AIB conference web page as well: <http://aib.msu.edu/events/2004/> Please make sure that at least the presenter is registered for the conference. The deadline for conference registrations at the regular rate is June 1st, as well. Also please remember that the AIB regulations require all presenters to be members of the Academy.

Last but not least, below please find a list of suggestions first written and prepared by **Lorraine Eden** of Texas A&M University for the 2002 Program. We are sure many of you are very experienced at presenting conference papers while for others this will be a first time experience. In either case, we hope you find these suggestions helpful, as many have in past years. If you have comments (criticisms, additions) please email us at [aib2004@sabanciuniv.edu](mailto:aib2004@sabanciuniv.edu).

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### **1. READ THE PAPERS OF YOUR SESSION:**

Please check the details of your session by going to the AIB 2004 website and clicking on: <http://aib.msu.edu/events/2004/PreliminaryProgram.asp> Please check the preliminary program on the website to make sure that all your co-authors and their affiliations as well as your paper's name appears correctly. Please help us by sending any corrections to [aib2004@sabanciuniv.edu](mailto:aib2004@sabanciuniv.edu) The deadline for any changes/corrections is also June 1st.

Please download the information for your session (you can COPY and PASTE the text into MS WORD). You can download the copies of MS's by using the manuscripts' ID numbers which are written in parenthesis in the detailed program, from <http://frontpage.cbs.dk/aib2004/getmanuscript.php>

Please read the papers ahead of time, at the very latest, on the airplane flight to Stockholm. This way, each person can attempt in their presentation to link their papers to the other presentations, making for a more cohesive and stimulating session.

### **2. BRING A HANDOUT TO THE SESSION**

We would like to continue a tradition started in 2002 Program, with your cooperation. I am asking each paper presenter to bring 30-40 copies of a summary of his/her paper to the session as a handout. Not the paper; just a summary. The handout should be no more than 2-3 pages in length, double-sided with two pages to a side (that is, four pages onto one sheet of paper). No one wants to carry dozens of papers with them when they return home, but having a 2-3 page summary during the session can be very helpful to the audience in terms of understanding the paper. On the handout, I

would like to see the key points of the paper. This might be the overheads if the presenter is using overheads, or the Abstract, Hypotheses and Tables of Results. The paper title, author(s) and their addresses should be at the top, along with the session date and time. These handouts should be distributed by the chair and/or the authors before the session starts, with the extras left at the entry doors so that people coming in to the sessions can pick up the papers. Once the session is over, any leftover handouts should be collected by the session chair and/or authors and returned to the AIB Registration Desk. We will have a table where people can browse through leftover summaries, if they missed the session.

### **3. EFFECTIVELY MANAGE YOUR PRESENTATION TIME**

All sessions are one and one-half hours (90 minutes) long. To figure out how much time you should have for your presentation, divide the number of presenters plus 2 (1 for the time used by the discussant and chair and 1 for the time for Q&A; Harvey Arbelaez's suggestion) into the total number of minutes. For example, if there are three presentations,  $90/5 = 18$  minutes each. In this case, plan for 15 minutes, so you have a bit of "wiggle room" in case you go a bit longer. If there are four presentations,  $90/6 = 25$  minutes each; plan for 12 minutes. Therefore, the rule of thumb is:

- Three papers: 15 minutes each paper
- Four papers: 12 minutes each paper
- Five papers: 10 minutes each paper

Would you please keep to this timetable as closely as possible? It is highly unfair to the other speakers if one speaker takes up more than his/her allotted time and therefore limits the time allotted for everyone else. The first speaker has the greatest responsibility in this regard because he/she controls the time for all the other presenters. Bring a stopwatch or small clock and use it!

### **4. MAKE A QUALITY PRESENTATION**

Unfortunately, we do not yet know whether all conference rooms will be equipped with computer projectors. Therefore, for now, please prepare your presentations with the assumption that we will have OVERHEAD PROJECTORS only. When we receive a confirmation with regards to computer projectors, we will let you know in a separate email. (Therefore you will not have a chance to prepare your presentations on the plane ☺).

To figure out how many individual overheads you can reasonably present within your time slot, divide the number of minutes you have by two (that is, if you have 15 minutes, prepare no more than 7 or 8 overheads). Your overheads should be printed in a minimum of 18-20 point font (preferably in ARIAL as it is easier to read from a distance) in order for your text to be seen from the audience. You might find it helpful to bring a few blank ones and an overhead marker with you to the conference, in case you want to make changes before the session.

The Academy of Management, at its 1999 conference, had a workshop on improving the effectiveness of AOM sessions. We are also attaching the specific suggestions they made in terms of WHAT TO present and WHAT NOT to present, in terms of the content of your presentation, which you may find useful.

### **5. OTHER SUGGESTIONS RE YOUR PRESENTATION**

It is very helpful for session participants to meet 10 minutes BEFORE the session starts so that everyone can be introduced, the equipment can be checked, handouts can be distributed, and so on. Please come early to your own session. At the very least, your arrival relieves the chair of the anxiety of worrying whether you are there or not. It also means the session can start on time.

It also helps to give your session chair and discussant your room number in the hotel, or a telephone number where you can be reached should an emergency occur. If that unwelcome emergency does occur and you cannot make the session, please let your session chair and discussant know as soon as possible. Please also inform the AIB Registration Desk at the conference so the information can be passed along to us.

I look forward to seeing you all in Stockholm!

All the best,

Nakiye

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***The Role of the Presenter \****

*\* Abstracted with permission from "Making AOM Sessions Exciting!" by Jing Zhou (Texas A&M) and Russ Coff (Emory). The report was based on an AOM workshop, August 8, 1999, Chicago, IL, where the panel members were the two co-authors of the report, Sally Blount-Lyon (Chicago), Michael H. Lubatkin (Connecticut), Karl Weick (Michigan) and Edward J. Zajac (Northwestern).*

**Presenter:** The presenter's job is to sell the paper and convince the audience that it is worth reading. This requires emphasis of the contribution rather than a summary of all sections of the paper.

The following are some ideas for how authors can get the audience engaged and excited about the paper. Most practices in the "DON'T" column are standard procedure and the suggestions may seem radical. However, the object should be a presentation that *covers less* but makes a compelling argument that the paper *should be read*.

**PURPOSE OF PRESENTATION**

DO NOT: Present summaries of all sections of the paper

DO: Present enough to tell the audience that the paper is worth a read - tell a good story. Focus on the contribution. Minimize discussion of sections that don't stress what is new & different.

**PRESENTATION FORMAT & TIMING**

DO NOT: Save the punch line as a sort of surprise ending Plan for 20 minutes in case there is extra time. Use small fonts or too many overheads.

DO: Consider starting with the conclusion and then explain why you reached it (e.g. methods/results). Provide a 1-page handout describing your contribution & key points. Plan for 10 minutes - it is easier to elaborate than to cut things out. Use fonts larger than 28 pt & no more than 10 overheads.

**AUDIENCE INTERACTION:**

DO NOT: Give a monologue describing your research

DO: Create expectations that you expect active audience participation. Survey/work the audience before the session starts. Look people in the eye and talk to them (not at them). Identify places for audience input and ask questions. Consider using brief exercises or scenarios that draw on the audience's personal experiences/knowledge. Offer an interactive data analysis ("mess with the data") by inviting the audience to make assumptions & suggest relationships to test.

**INTRODUCTION:**

DO NOT: Focus on why you decided to do the study. Be too conceptual

DO: Do focus on what is interesting and new about what you have learned Do try to start off with a real-world analogy/story

**THEORY:**

DO NOT: Present a broad literature review (cites, etc.) Explain every arrow in a complex figure

DO: State the problem, why it is interesting, and what you will add. Explain what is new in this model over past contributions.

**METHODS:**

DO NOT: Describe the sample measures, and validation of instruments

DO: Provide an overview of why the measures are linked to the theoretical construct. Establish face validity and assure that more rigorous methods were applied.

**RESULTS:**

DO NOT: Present any tables with numbers.

DO: Present what was significant (+ and - signs). Explain what the data tell you - not tests. People can read the paper to get details.

**CONCLUSION:**

DO NOT: Review each result and summarize what was significant.

DO: Answer broadly what we have learned and what needs to be done now. Urge the audience to read the paper for details.