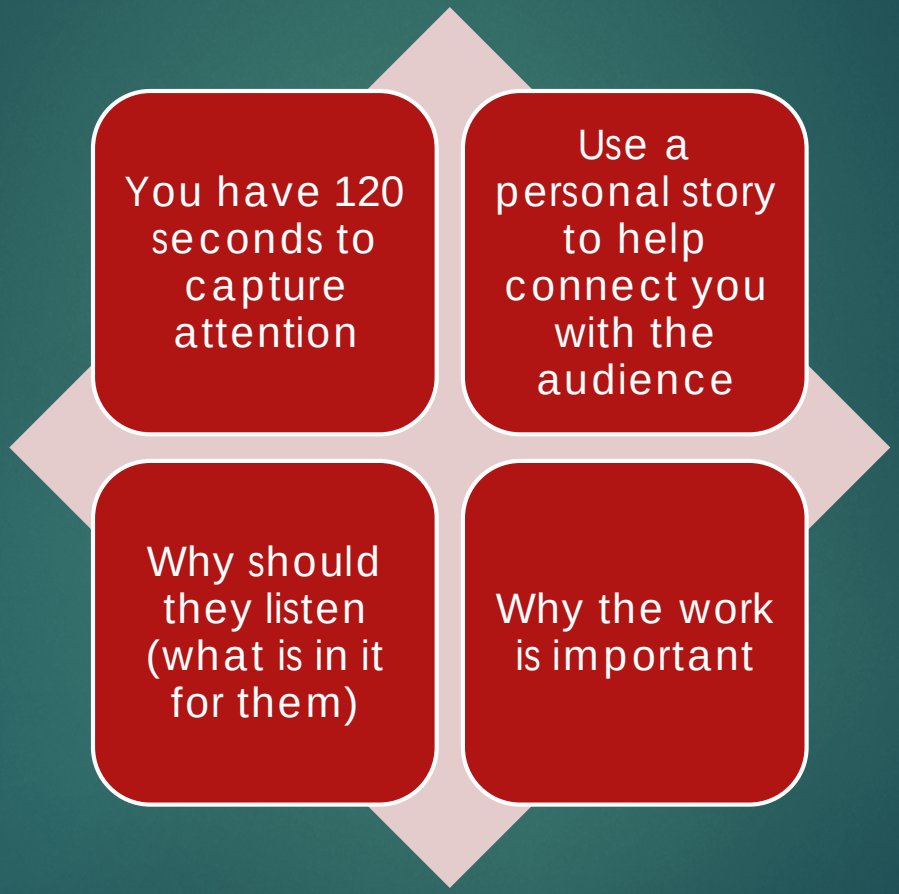
# The following are speaker tips for the BECC Conference

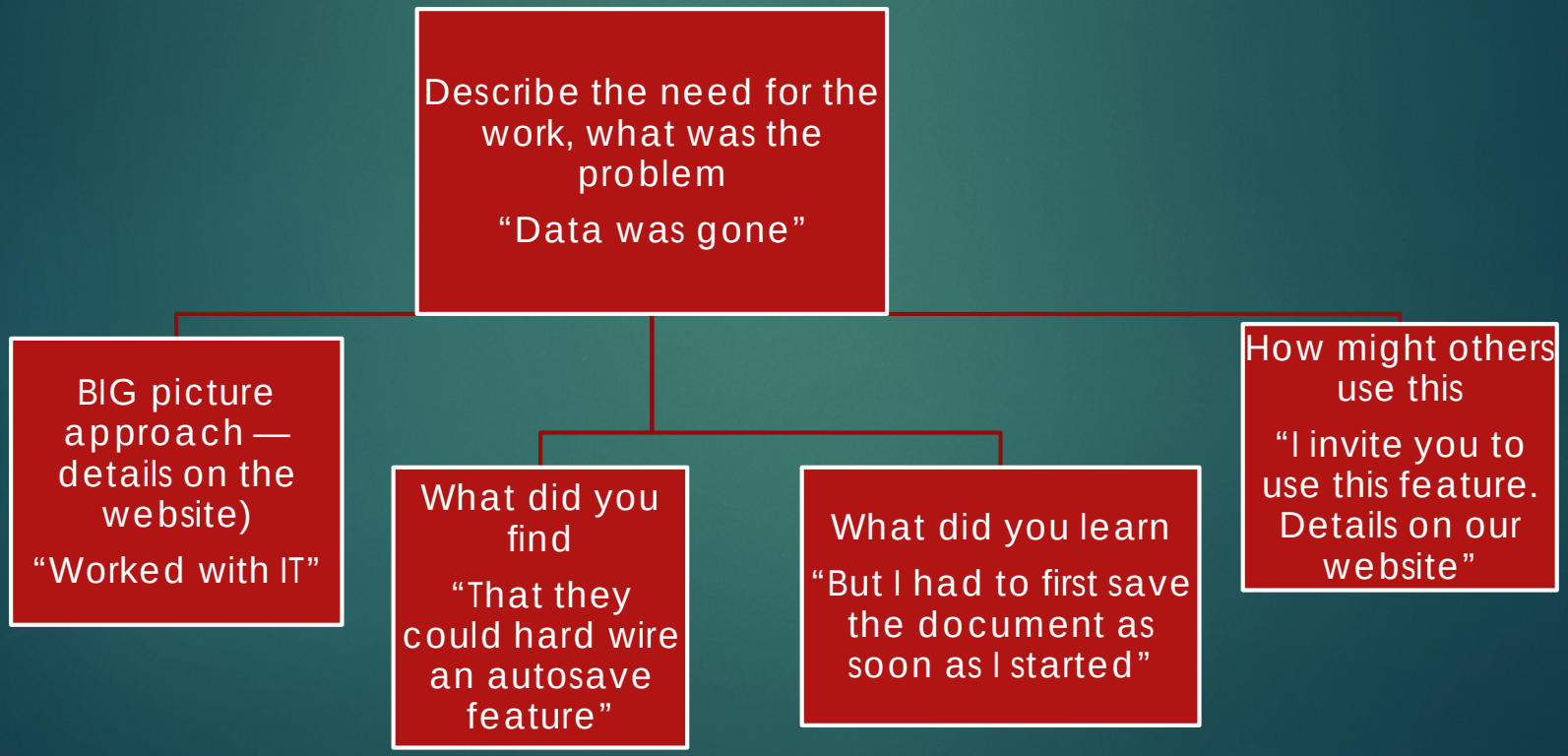
# How to OPEN


You have 120 seconds to capture attention
Use a personal story to help connect you with the audience
Why should they listen (what is in it for them)
Why the work is important

# Use a personal story to start.

# Content—12 minutes, 5 slides

(example for a 20 minute presentation)



# Closing-Keep it simple and to the point! 3 Slides 120 seconds....

1. Say “In Closing”…and watch the heads pop-up.

2. Invite them to use your work!
3. What they can expect if they look into your work and how to locate the work or connect to you.

# You have EXPLAINED the work

- Now EXPAND:
  - This can be used for other markets
  - This work sets the stage for XXXX
  - This work identifies issues that need to be researched
  - I am looking for similar work and experiences

# However—6 deadly sins

"I know you cannot read this"

- Text that you cannot possibly read

Too many words on a slide

- The author proposes a constructive path forward toward a future energy efficiency (EE) program evaluation paradigm in the era of "Big Data" (Big Data refers to the increasingly rapid availability of high-frequency utility data such as from smart meters, and the use of such data by advanced data analytics firms to support the advancement of energy efficient infrastructure). Firms that offer advanced real-time data analytics for EE programs envision a new paradigm in which current incentive and evaluation structures are either no longer necessary, or will be radically transformed. This paper uses impact evaluation concepts, including pre existing versus counterfactual baselines, Total Resource Cost (TRC), attribution of savings, and regulatory compliance, to demonstrate how the current landscape of EE program evaluation in the residential, commercial, and industrial sectors might be transformed to a future one which relies on readily available, facility-level, high-frequency energy and demand data. Based on the author's experience with 'traditional' impact evaluation in the United States, which includes econometric and whole building energy modeling (BEM) methods to estimate custom and new construction savings, the resulting methods matrix is applicable in all jurisdictions where impact evaluation is performed. The mapping expands on prior industry literature ("Establishing Baselines for Industrial Energy Efficiency Projects", Maxwell et al, 2011 ACEEE Summer Study on Energy Efficiency in Industry), clarifying traditional concepts such as gross and net baselines, and includes short-term, near-real-time EE data analytics and usage profile disaggregation methods alongside traditional due diligence verification methods. The paper argues, using actual examples such as new construction and equipment burnout projects, that Big Da

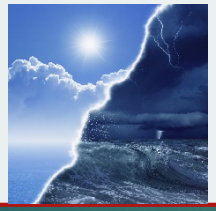
Too many slides for your time slot

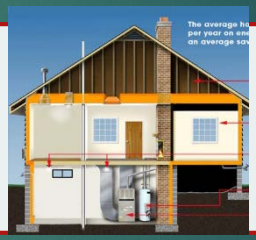
- For a 15 minute slot, assume 12 slides

# 6 Deadly Sins

Avoid busy backgrounds use contrasts


Pictures that do not tell a story

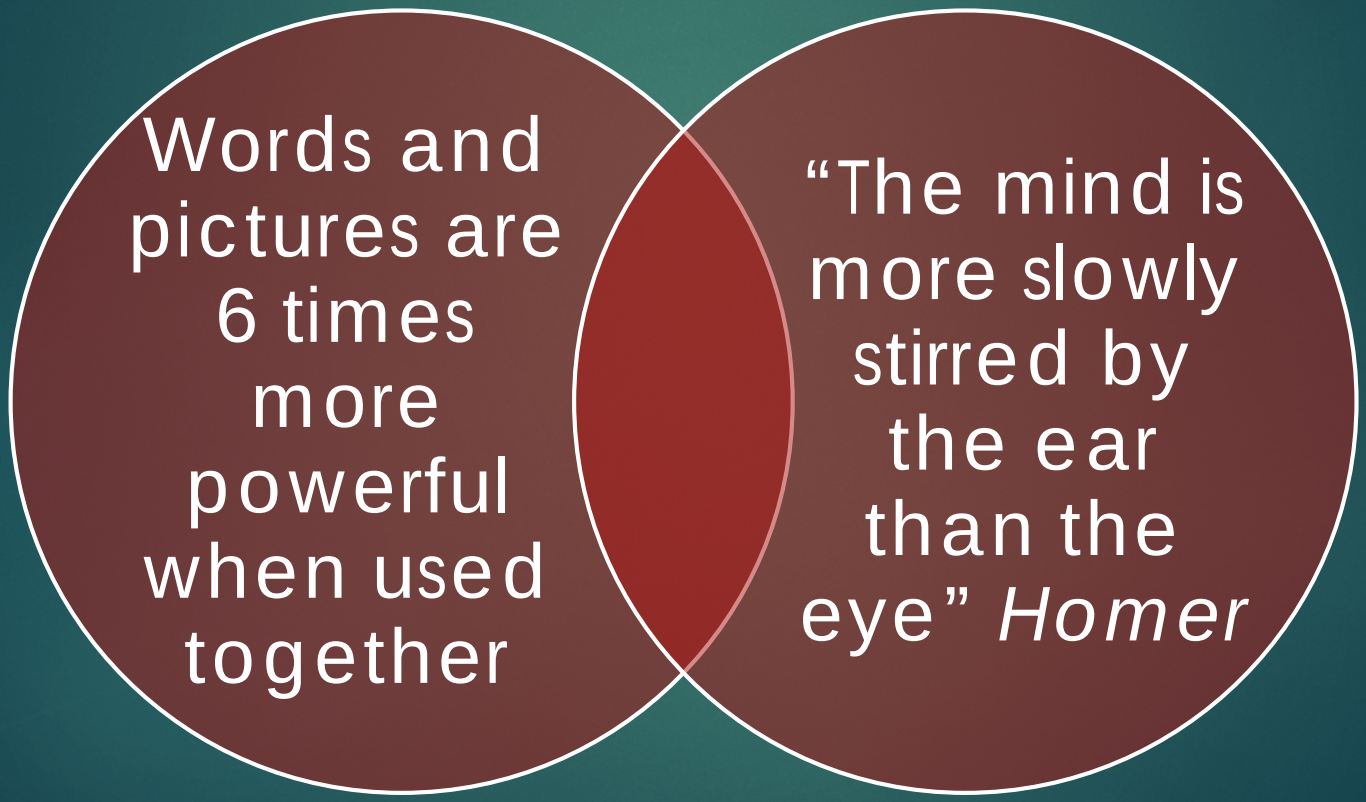




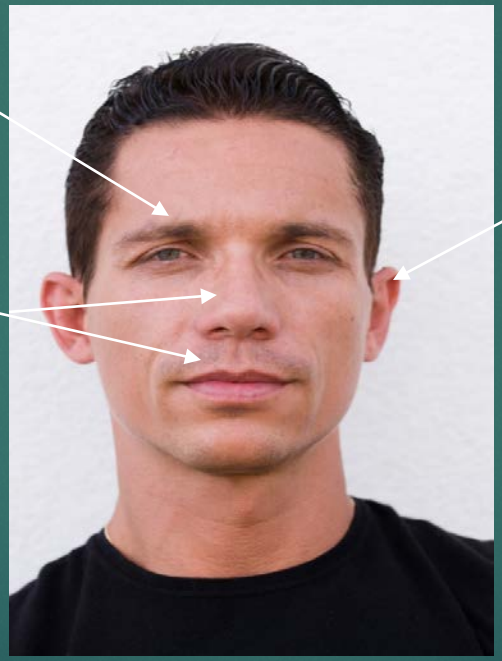
Do not, under any circumstances, READ

- They can read, only you can tell the story

# Use both words and pictures



# This is how we take in information



# Content Slides

## Keep concepts simple

- One key point per slide
- Translate numbers into charts
- Color? Yes, up to three colors

# Non-verbal

Ever listen to the drug company disclaimers? NO because they are delivered in monotone.

Think about your body language—do you believe your own work?

# Non-verbal

- Remember to smile
- Look at the audience
- Pauses are ok, particularly if you want to regain attention
- Be excited as fits your personality and show conviction
- And have fun!