



The following are speaker tips  
for the BECC Conference

*"People will pay more to be  
entertained than educated."*  
Johnny Carson

# Idea—2 Options

Tell them



Engage





# We Were Told This Rebate Would Sell Itself



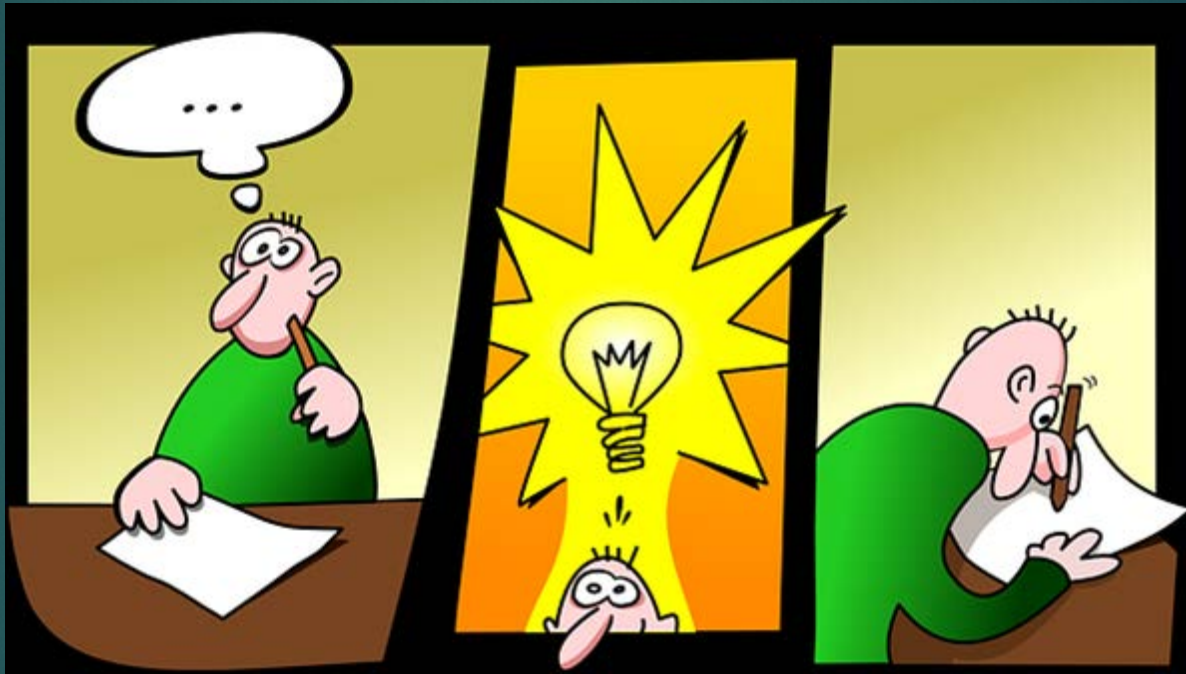
After a year there had been 4 rebates issued

Flip This Market By The End of  
the Year...

Are you with me?



# Empathy, Urgency, at Stake



# Outline of Work



What you did

What was the behavioral element you were trying to effect?

When did you do it

Did you find a time when that “what” could be most effective

How did you do it

How did you do it—and how did you know if “how” was working?

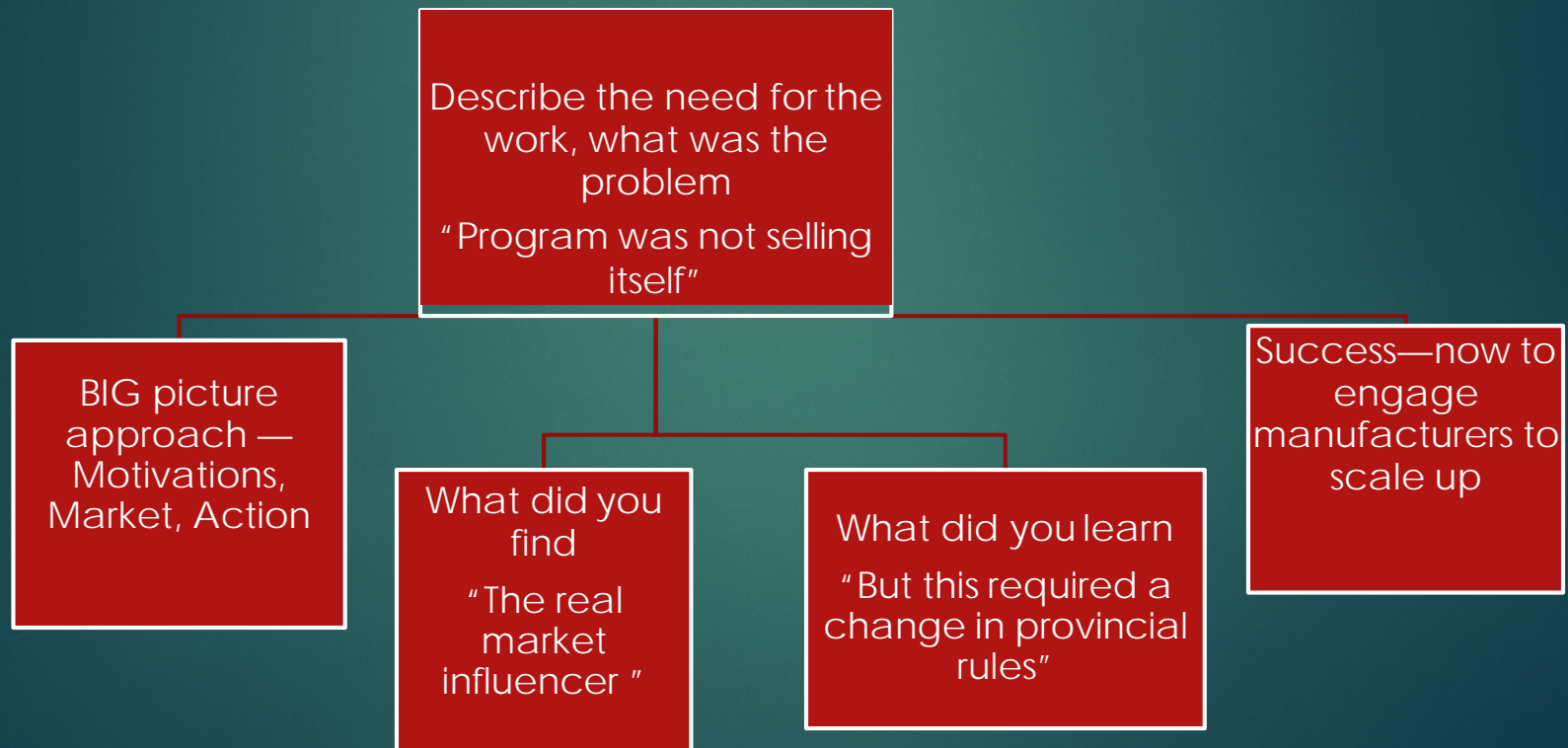


# Why—Mindful of Perspectives

For BECC: The Audience  
Cares because...

For a public presentation:  
The object of your work:  
*What is in it for me*

# Content—8-10 minutes, 5 slides based on a 15 minute slot.





# Tell the Story With Pictures




# You have EXPLAINED the work

## ▶ Now EXPAND:

- ▶ This can be scaled-up for...
- ▶ This work sets the stage for collaboration
- ▶ This work identifies issues that need to be researched
- ▶ I am looking for similar work and experiences





# Closing-Keep it simple and to the point! 3 Slides 90 seconds....

1. Before I go...

2. Invite them to use your work!

3. What they can expect to find

What I will always  
remember





# Basics

<https://www.youtube.com/watch?v=RAoo--SeUIk>



# Now Your Are Ready



You have 30 seconds to capture attention and engage thinking

Use a personal story to help connect you with the audience

A problem that you recognized experienced

An epiphany that you had

Something that nudged you to action

You were assigned...

Put the people in your shoes



# 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

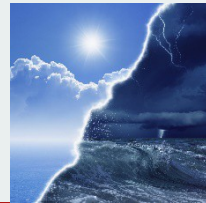
- For a 15 minute slot,  
assume 12 slides

# 6 Deadly Sins

Use contrast, dark background, white letters

- Avoid Busy Go for Contrast

Pictures that do not tell a story



????????



Ah!

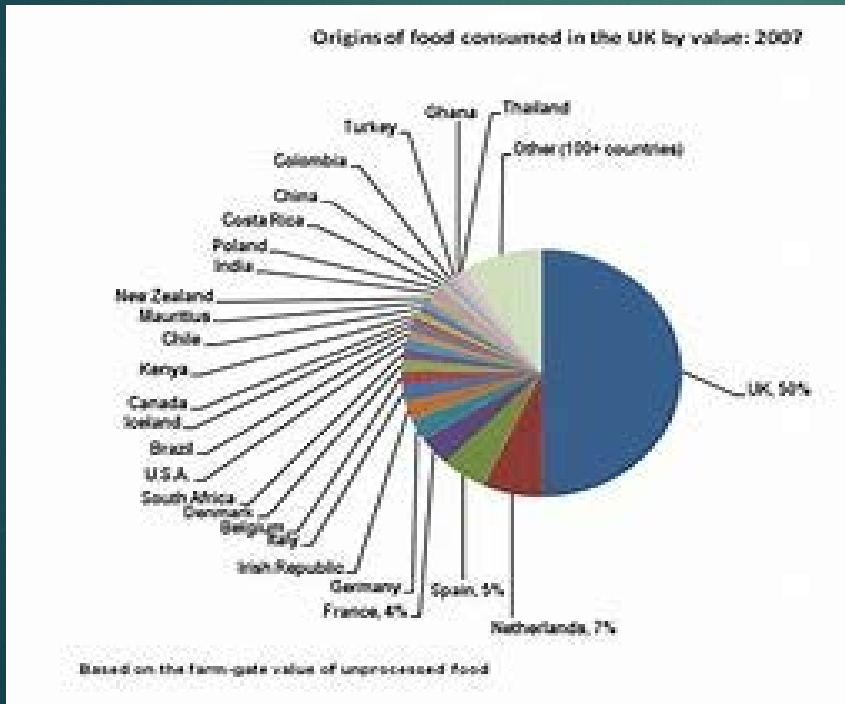
Do not, under any circumstances, READ

- They can read, only you can tell the story




# Basics

- Nothing smaller than 24 point font
- No more than two font styles
- Keep visuals like charts and tables labeled and SIMPLE



# Content Slides



Keep  
concepts  
simple

- One key point per slide
- Color? Yes, up to three colors



# Verbal and Non-verbal

Ever listen to the drug company disclaimers?



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



# Non-verbal

