

## **DEAR AIB PANELIST:**

Thank you very much for having contributed to a high quality panel proposal for the upcoming AIB 2017 Annual Meeting. We look forward to welcoming you to Dubai!

Panels are places for genuine discussion between scholars on the panel, as well as with the audience. In the panel submission, the proposer of your panel will have outlined how you as a group of panelists intend to stimulate the discussion. It will be important that you stick to the spirit of that original document, while reacting flexibly to emergent challenges (e.g., a panelist withdrawing) and opportunities (e.g., hot issues arising in a plenary session).

In preparation, I am sending some guidance with regard to the organization of the panel sessions based on the collective experience of former program committees. While many of you are already very experienced at presenting conference papers and participating on panels, for others this will be a first time experience. In either case, I hope that you will find these suggestions helpful.

### **1. COMMUNICATE WITH YOUR FELLOW PANEL MEMBERS**

If you do not know yet the full composition of your panel, then please check the details of your session by going to the conference website: <http://aib.msu.edu/events/2017/Program.asp>

Once you have assembled everyone's e-mail address, please e-mail EVERYONE in your session. If you are scheduled to make a formal presentation, send them an electronic copy of your presentation. Everyone on the panel, not just the chair, should have a copy of all the presentations ahead of time. If you do not intend to use PowerPoint, please let the other panelists know that. In this way, everyone will have a complete set of any formal presentations before the meetings start. Reading these materials ahead of time is critical for having a well-coordinated and integrated discussion at the panel.

### **2. MANAGE YOUR TIME**

Sessions are one hour and fifteen minutes (75 minutes). Your panel chair will have given you a guideline on how much time you have for your statement or presentation, and many panel proposers have specified these times in the original panel proposal. Keep this in mind for your own presentation. For example, if 30 minutes have been allocated to opening statements by 4 panelists, then  $30/4 = 7.5$  minutes each. We ask that you keep to these time limits as closely as possible. It is highly unfair if one speaker takes up more than his/her allotted time and therefore reduces the time available for discussion.

The chair is responsible for keeping track of the time each presenter takes. We suggest that you bring a watch, a stopwatch or small clock and use it to monitor your use of time!

### **3. MAKE A QUALITY OPENING STATEMENT**

The main purpose of opening statements or short presentations by panelists is to establish a position, a view, or some hypotheses that together with the contributions of the other panelists provide a foundation for exploring the theme of your panel. Hence, it will be important to focus your statements on the key messages or arguments, and avoid getting bogged down in too much detail or peripheral discussions.

Computers (running Microsoft Windows) and computer projectors will be available in all rooms. You simply need to bring your presentations in the form of a PowerPoint file on a USB Memory Stick. To figure out how many individual PowerPoint slides you can reasonably present within your

time slot, divide the number of minutes you have by two (that is, if you have 10 minutes, prepare no more than 4 or 5 slides). Your slides 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. We cannot control which fonts will be available on these computers, so please do not use any fonts outside of Arial and Times New Roman (or other standard Windows fonts) to make sure your presentation looks as intended.

The [Appendix](#) below presents some specific suggestions for competitive session presenters in terms of WHAT TO present and WHAT NOT to present in the content of your presentation. It was originally presented at a workshop on improving the effectiveness of AOM sessions at the Academy of Management 1999 conference and has been adapted for AIB use.

#### **4. SESSION FORMAT AND PURPOSE**

As a reminder, the objective of panels at the AIB conference is *to stimulate a coherent and well-integrated discussion around a common theme*. Thus, we encourage panels that devote most or all of the time to a managed exchange among the panelists, each answering or discussing questions in common (probably using at least some prepared questions, with a moderator to keep the discussion on track). We are not interested in panel participants simply presenting their own research in isolation from their fellow panelists. Panels are not intended to be replicas of competitive paper sessions, in which you present your own work with only a limited regard for the perspectives of the other session contributors. Panels can be run in various formats: roundtables with no formal papers, short presentations of competitive or work-in-progress papers tightly integrated around a specific topic highlighting commonalities or differences from the others works in the panel, innovative presentations utilizing software or film, and professional development workshops. Whatever format your group has decided upon for your panel, please keep in mind that the objective is to generate a cohesive discussion among panel members as well as between you and the audience.

#### **5. OTHER SUGGESTIONS WITH RESPECT TO 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 distributed, and presentations uploaded, to avoid having to do this in the middle of the session itself. So, please arrive early for your own session. Your prompt appearance will relieve the chair of the anxiety of worrying whether you will be there or not. It also means the session can start on time.

It would be advisable to give your session chair your room number in the hotel or a mobile 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 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 hope you find the above suggestions useful and I look forward to seeing you all in Dubai!

Sarianna Lundan, Program Chair  
AIB 2017 Annual Meeting  
[2017chair@aib.msu.edu](mailto:2017chair@aib.msu.edu)

## APPENDIX – The Role of the Presenter

\* Abstracted with permission from “Making AOM Sessions Exciting!” by Jing Zhou (Rice University) 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 and different.

### PRESENTATION FORMAT AND 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 and key points. Plan for 10 minutes – it is easier to elaborate than to cut things out. Use fonts larger than 28 pt and no more than 10 overheads or slides.

### 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 and suggest relationships to test.

### INTRODUCTION:

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

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.