

DEPARTMENT OF THE ARMY
Corps of Engineers, Omaha District
215 North 17th Street
Omaha, Nebraska 68102-4978

CENWO-PA

MEMORANDUM
No. 360-1-2

1 April 1999

Army Information

MAJOR PRESENTATION POLICY

History. This is a new memorandum.

Summary. This memorandum establishes major presentation policy for Omaha District employees.

1. Purpose. The purpose of this memorandum is to provide guidance to all Omaha District employees involved in preparing and presenting major presentations. The primary goal of this memorandum is to continually upgrade the quality of major presentations presented by Omaha District employees. Although this memorandum targets major presentations, it is my goal that all of our presentations will be professional and of high quality.

2. Applicability. All elements of the Omaha District.

3. References:

- a. AR 360-5, Public Information.
- b. AR 360-61, Community Relations.
- c. EP 310-1-6, Graphics Standards Manual

4. Definitions:

a. MAJOR PRESENTATION.

(1) Major presentation refers to audio-visual presentations and speeches delivered at international, national, or regional conferences, seminars, symposiums, workshops, etc. Major presentations include those given before:

- International / national / regional symposiums
- International / national / regional conferences, workshops or seminars

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(2) Other examples of major professional assemblies would include, but are not limited to:

- Annual EPA Conference
- U.S. Fish and Wildlife Annual Seminar
- International Boating and Water Safety Summit
- Society of American Military Engineers (SAME) Conference
- Chamber of Commerce Seminar
- Civic Group Gatherings (Rotary Club, Lions Club, Kiwanis Club, etc.)

(3) Other major presentations might include those involving highly visible and controversial projects. Public Affairs Office (PAO) will help you determine on a case-by-case basis.

b. NON-MAJOR PRESENTATION. Non-major presentation refers to routine or informal talks to students, scouts, Restoration Advisory Boards, etc. PAO can help you determine on a case-by-case basis.

5. Policy.

a. In order to convey a consistent, positive, and professional image to the public, our customers, and partners, I am directing that Omaha District employees engaged in public speaking endeavors must coordinate major presentations with PAO. It is essential that major presentations be presented on a uniform District template designed by the Commander. This template will be sent electronically to all presenters.

b. Presentations must be clean, readable, concise, and definitive in sending messages that make an impact. Graphics and photographs used in presentations must be of professional quality. Hastily prepared, ill-conceived, or poor-looking presentations reflect badly on the District and the presenters. The PAO staff is trained to create, prepare, edit, streamline, and/or polish presentations –audio, video and script –and will do so in order to ensure the Omaha District and its messages are seen in optimum light. The PAO staff will inform you of assets/assistance available to you so your presentation can be as sharp as possible.

c. When you accept a speaking/presentation opportunity, contact PAO and coordinate with the Chief or the District Presentation Coordinator as to the date, location, audience, length of presentation, medium, etc. It will then be determined if you will put the presentation together with PAO as reviewer, determine if and how PAO will assist you in creating and developing the presentation, and determine a timetable for developing, reviewing, practicing, and presenting.

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d. If you plan to develop the presentation yourself, you must keep PAO informed as to your progress. Since most presentations are not last-minute assignments, you are expected to take full advantage of the time you have to develop and practice your presentation. A PAO representative will assist you in developing a plan/timetable to have the presentation drafted, reviewed, presented in “dry run” sessions, and, if necessary, revised.

e. Ideally, presentations – especially those of substantial nature – should be in final draft form about 10 days prior to presentation date. If the presentation is heavy with graphics and photos, more time should be allotted. The same goes for development of handout materials.

f. Once the presentation is in "final-final draft," allow 2 business days for PAO to produce the finished product and prepare and reproduce handout materials. This assures you will have the presentation in its final form at least 2-4 days prior to the presentation date, which gives you plenty of time to polish your delivery. Preferably, you should practice this presentation until you get it down “cold.”

g. Even the most gifted and experienced presenters need to practice. Presenters are urged to schedule “dry-run” sessions 7-10 days prior to the presentation, with PAO assistance. If you are an inexperienced speaker, you should allot more time for practice and dry run sessions. A PAO representative and possibly others will critique the presentation in order to ensure it meets a high standard for quality messages, professional methods, and polished delivery.

FOR THE COMMANDER:

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BRYAN S. VULCAN
LTC, EN
Deputy Commander

