Coaching Program Guidelines
2015 International Conference

Volunteers with presentation experience will be recruited, from among the ADRP membership, to coach those scheduled to present sessions at the 2015 International Conference. The following are guidelines for the role of the Coach, and expectations of the Coach and Presenter, in order to ensure a productive and mutually fulfilling experience.

June 2015
Coaches are matched with presenters. Co-presenters will be coached as a team (one coach to multiple presenters). Each coach will be assigned two to three presenters/co-presenters.

July 2015
Coach-presenter call to discuss presentation goals, style and Coaching needs

Responsibilities of the Coach
• Email the Presenter to set-up a time for the call
• Review the Presenter’s RFP in advance of the call
• Lead a discussion with the Presenter about their presentation (see attached Coach Discussion Guide)
• Offer follow-up support (calls, emails, etc.), if needed/requested
• Schedule the next call to run-through the presentation

Responsibilities of the Presenter
• Be responsive and flexible when setting up a time for the call
• Reflect on your RFP and begin thinking through presentation style, goals, and supporting materials (slides, handouts) in advance of the call
• Actively participate in the call, ask questions and seek clarifications, as needed
• Request additional support (calls, emails, etc.), if needed
• Take the Coach’s suggestions into account when developing the presentation

August 2015
Dry-run presentation to the Coach before the final presentation slides and reference materials are submitted to the Conference Committee (due August 24th).

Responsibilities of the Coach
• Listen to the Presenter give the presentation, from start to finish, without interruption
• Take note of questions and comments during the dry-run and present them for discussion following the finish of the presentation (see attached Coach Discussion Guide)
• Be constructive: opt for suggestions rather than critiques
• Try, as much as possible, to ask questions that will lead the Presenter to their own conclusions
Responsibilities of the Presenter

- Prepare presentation materials and rehearse the presentation in advance of the dry-run with the Coach
- In preparing and rehearsing the presentation, make a list of any questions you want to ask the Coach, or discussions you want to have
- Present your session, from start to finish, for the Coach
- Be receptive to the questions, comments, and suggestions of the Coach and thoughtful about how your presentation might be improved
- Pose questions and initiate conversations around topics and issues of particular interest to you
- Update your presentation and materials, based on the dry-run and subsequent discussion, in advance of submitting it to the Conference Committee on August 24th.

October 2015
Follow-up and feedback on the Coaching experience.

Responsibilities of the Coach

- Let us know about your experience! Did you enjoy it? What could be improved? What additional support do you need in your role as a Coach?

Responsibilities of the Presenter

- Let us know about your experience! Did you get all the support you needed from your Coach? What could be improved?
- Did you have a great Coach? Did they help you achieve your goals? Tell them!

Coaching Discussion Guide

Call to Discuss Presentation

The following questions have been compiled to serve as a guide for Coaches calling presenters for the first time to discuss their sessions. The goals of this call are to:

1. Initiate the Coach/Presenter relationship and build rapport
2. Encourage the presenter to think critically about their audience, their presentation style, the content of their presentation, and the goals of their presentation
3. Ensure a good match between the presentation description and content
4. Build presenter confidence and skills in terms of their content delivery

Questions that may be asked to meet these goals are outlined below.

Initiate the Coach/Presenter relationship and build rapport

General introductory questions, for example:
 Tell me a little bit about what you do at [institution]
 How long have you been in Donor Relations?
 Is this your first ADRP conference presentation? Have you attended before

Encourage the presenter to think critically about their audience, their presentation style, the content of their presentation, and the goals of their presentation

- Describe what you plan to do in your one hour session. Describe the format of your presentation (e.g.: panel, partnering with another presenter, etc.)
- How would you describe your presentation style? (e.g.: formal, informal, interactive, etc.)
- What methods will you employ to engage your audience?
- Is your session an informative one to let people know about a topic and your views on it, a persuasive one where you want them to do something differently at the end of the session, or something else entirely?
- What is the goal of your session? What will the audience do/know/feel at the end of your session?
- Is there one overarching message to your presentation? How will you convey it?
- How will you use visuals to deliver your message in a compelling way?

Ensure a good match between the presentation description and content

- How did you develop your session description?
- Based on the style, message, and goals we just talked about, do you think your description fits your presentation?
- Explain why you think your session is geared to____________level; ______________audience.

Build presenter confidence and skills in terms of their content delivery

- Describe your experience as a conference presenter and give examples of past presentations. What do you think worked well? What areas are you hoping to improve on?
- Based on presentations you have seen, what do you think makes a good presentation?
- What expertise are you bringing to the session that gives you credibility in front of the audience?
- What rehearsal and preparation strategies do you use?
Coach Discussion Guide

Presentation Dry-Run

During the dry-run of the presentation, the Coach is asked to take note of various aspects of the presentation. The Coach should encourage the Presenter to present as they would at the conference (utilizing inflection, voice projection, audience questions, etc.).

The following are areas of focus that should be discussed with the Presenter following the dry-run, if needed.

- Does the presenter speak from a position of authority, drawing on broad knowledge of the topic?
- Does the presenter seem comfortable with the content and flow of the presentation?
- Does the presenter have good voice projection?
- Is the presenter interacting and engaging appropriately and adequately with the audience?
- Does the content and focus of the presentation remain consistent with the session description and RFP?
- Are examples and analysis provided that participants can apply to their own situations?
- If research is cited are they properly referenced?

If the presenter is using PowerPoint (or a similar audio-visual platform), it is important that it be used appropriately. The following are guidelines for the effective use of visuals to support a live presentation. If the presenter deviates from these best practices, the Coach should coach them accordingly.

- Avoid reading directly from the slides
- Use an appropriate number of slides
- Slides should increase understanding for the audience but should not be a script of the presentation for the presenter
- Slides should be easily legible from the back of large rooms
- No more than 3-7 bullet points per slide is recommended