PMI Global Conference 2018

Storyboard Review Process

Holly Stevens, Program Administration Associate, PMI
The PMI Global Conference Team

Julie Ho
Professional Development Delivery Specialist  @julieho34

Holly Stevens
Program Administration Associate  @hollystevens66
Learning Objective(s)

At the conclusion of this webinar, participants will be able to:

• Describe the PMI Global Conference Audience
• Describe a quality Global Conference Presentation
• Understand the Storyboard Review and Scorecard Process
AGENDA

• Your Role as a Storyboard Reviewer
• Past Global Conference Attendee Feedback
• Elements of a Storyboard and How to Review
• Elements of a Scorecard
• Timeline for Review
Your Role as a Storyboard Reviewer

- First opportunity to view a Global Conference presentation
- Provide your expertise in the content
- Ensure alignment with the marketed title, description, learning objectives and audience level
- Offer recommendations or suggestion(s) to enhance the presentation.
PAST ATTENDEE EVALUATION FEEDBACK
2017 Feedback

MARKETING DESCRIPTIONS

• “The title was a bit misleading “
• “The session did a better job of defining the problem than offering strategies for mitigation.”
• “I wish there were some tangible takeaways because the learning objectives were enticing.”

TIMING

• “Session took longer than the allocated time, and was quite rushed at the end.”
• “The speaker spent the first 1 hour setting the scene and didn’t hit the topic until the last 10 minutes.”
2017 Feedback (cont)

AUDIENCE ENGAGEMENT

• “The speaker made every effort to get the audience involved and asking questions.”
• “I left the session after 25 minutes because the speaker was not very engaged.”
• “Great presentation, very engaging and he kept the discussion very lively.”

SHARING OF REAL LIFE EXAMPLES VERSUS THEORY

• “The speaker only used PowerPoint and could have shown real examples.”
• “Disappointed in the session. Not a lot to take away or learn from.”
• “Terrific information, very well put together. Made it practical to take back and use on a day to day basis.”
2017 At a Glance

- Over 3,400 practitioners & PMI Chapter volunteer leaders in Chicago, IL
- Over 79 Countries Represented
- Over 1,936 Organizations Represented
- LIM: Over 1,000 global PMI Chapter Leaders’
- Conference: Over 2,400 Practitioners (includes SeminarsWorld participants & excludes exhibitors)
- 99% of participants hold a PMI credential
- 69% of participants hold a PMP

Top 10 Work Titles (self-identified)

- Business Analyst 15%
- Project Controller 14%
- PMO Manager 12%
- Project Manager I 8%
- Educator/Trainer 7%
- Project Management Specialist 5%
- Vice President 5%
- Project Manager II 4%
- Chief Information Officer (CIO) 4%
- Product Manager 3%

Key Fortune 500 Companies that attended Global Conference in 2017 include:

- Amazon.com
- AT&T
- America Express
- Boeing
- Cisco Systems
- CVS Health
- Deloitte
- eBay
- ExxonMobil
- General Electric
- General Motors
- IBM
- Johnson & Johnson
- Liberty Mutual
- Microsoft
- Nike
- Samsung
- UnitedHealth Group
- Verizon
- Walmart

Regions Represented

- Asia Pacific 4%
- EMEA 6%
- Latin America 6%
- North America 84%

Top 10 Industries Represented

- Aerospace & Defense 11%
- Other 11%
- Healthcare 9%
- HiTech/Software 8%
- Education & Training 8%
- Financial Services 8%
- Legal 7%
- Energy, Oil & Gas 6%
- Entertainment & Hospitality 4%
- Mining 4%

Ages Represented

- 70+ 18%
- 55 – 69 30%
- 45 – 54 23%
- 36 – 44 11%
- 29 – 35 2%
- 25 – 28 <1%
- 18 – 24 10%

Note: 6% of participants declined to respond
WHAT IS STORYBOARDING?
STEP #1 REVIEW THE STORYBOARD
Accessing the Storyboard & Scorecard

Stage 3: Presentation Storyboard (Current)
Storyboard Review Deadline: 5 business days upon receipt of storyboard

Upload your storyboard (in Microsoft Word format to allow for direct comments from SMEs on your document) using the file upload noted below. The Conference Team will be in contact with you within two (2) business days of upload to confirm receipt and will provide next steps regarding your virtual practice meeting with a Toastmaster.

SMEs will have five (5) business days to review your storyboard once it has been assigned.

Related Resources:
- instructions
- Storyboard Worksheet
- Sample Storyboard
- Webinar recording: Presentation Development & Delivery Program
- Speaker Toolkit

Please upload a Microsoft Word completed storyboard.
Test Session_Scenario.xlsx

The Global Conference Team is working with the PMI Social Team in raising awareness about your session. Consider submitting a short video of you describing what attendees will learn from your session. Click here for details.

Do you have a Twitter handle? If yes, please provide this information, as it will be shared with our social team.
Elements of a Storyboard Worksheet

Helpful Tip! The first 3 slides should entail WHAT the audience will gain during this presentation.
What to look for in the storyboard

• Did the presenter share what the problem was within the first 3-5 rows of the Storyboard?
• Are there any topics that the presenter could spend more or less time on?
• Are there any topics that the presenter should include to enhance learning for the attendee?
• Does the storyboard include audience engagement activities?
• If no, is there any activity you could recommend that would encourage attendee engagement?
• Are the contents of this storyboard transferrable across industries?
Example of a Completed Storyboard Worksheet

PMI® Global Conference 2017 | Presentation Storyboard Worksheet

**Session Title:** Tools of Engagement

**Description:** The research on engaged employees having a positive impact on organizational effectiveness is overwhelming. Quite simply, higher engagement means higher productivity. The same is true for projects. In this session, you will pick up specific tools that will enable you to build trust, encourage creativity, and provide supportive feedback, so that you can build a fully engaged team that will help to ensure project success.

**Audience Level:** Applied - Focus on understanding existing knowledge; appropriate for those interested in using content in practical applications to master concepts.

**Learning Objective 1:** Apply outcome-focused tools to create an environment that fosters stakeholder and team member engagement.

**Learning Objective 2:** Practice interacting and communicating with stakeholders and team members in a manner that enhances productivity.

**Subtopics:** Change Management; Innovation; Talent Management

**Duration:** 75 minutes

<table>
<thead>
<tr>
<th>Slide #</th>
<th>Script</th>
<th>Slide or Presentation Aid</th>
<th>Duration</th>
<th>SME Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>It is so important to be aware of how you approach conversations. It’s a practical tool but it begins with a mindset. It’s helpful to think about how you are going to approach a conversation before you even begin that conversation. There are four things you can do to make sure your conversations are engaging. First is to identify your assumptions and biases. What do you think and feel about the particular team members on your team? Are they smart or are they stupid? Are they resourceful or are they lazy? Are they individuals who have something worthwhile to contribute or are they simply hands and feet to get done what you need to get done? If you find yourself in that latter camp then you may need to do some introspection on “where am I coming from?” “What’s my outlook?” And, “How can I bring myself to where I can see these people as contributors rather than just resources?” And that gets back to focusing on strengths.</td>
<td><img src="image" alt="Storyboard Image" /></td>
<td>1.5</td>
<td>One and half minute seems to be a very short amount of time, especially in this part where I think is a great occasion to get the audience engaged.</td>
</tr>
</tbody>
</table>

SAMPLE STORYBOARD (used with permission from Matt McCarty, mmdmccarty@gmail.com)
Step #2 – Upload and Complete Scorecard

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have a conflict of interest in reviewing this storyboard?</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Please provide an overall rating of the contents of this storyboard.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>1. Comment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the marketed title and description match the contents of this storyboard?</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>2. Comment</td>
<td>yrdy</td>
<td></td>
</tr>
<tr>
<td>Does the storyboard meet its marketed learning objectives?</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>3. Comment</td>
<td>yrdy</td>
<td></td>
</tr>
<tr>
<td>Does the storyboard match the marketed audience level?</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>4. Comment</td>
<td>yrdy</td>
<td></td>
</tr>
<tr>
<td>Are the contents of this storyboard transferrable across industries?</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>5. Comment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please upload the presenter’s storyboard with your comments completed here.
Scorecard Questions

• Please provide an overall rating of the contents of this storyboard.
• Does the marketed title and description match the contents of this storyboard?
• Does the storyboard meet its marketed learning objectives?
• Are the contents of this storyboard transferrable across industries?
Storyboard Timeline

- 4 June – 9 July: Storyboards in development during this time.
- Storyboard Assignments to begin in mid to late June.
- SME to respond within 5 business days once assigned.
- All reviews and scorecards to be completed no later than 17 July.
- SME feedback to be shared with Presenter.
THANK YOU

event.speakers@pmi.org