



## PSA Speaker Support Guide

The PSA represents a community of professional speakers who present to diverse groups nationally and internationally. We make a commitment to ensure that the presentations we deliver can be received and enjoyed by everyone.

To support us in creating both accessible and inclusive events for everyone, please consider the following points when preparing for your presentations.

Feel free to add more suggestions by contacting [Jackie.Handy@thePSA.co.uk](mailto:Jackie.Handy@thePSA.co.uk)

Consideration	Tips	Checked Y/N
Font used on written materials	Fonts such as Times New Roman, Verdana, Arial, Tahoma, Helvetica and Calibri are considered some of the most accessible fonts for PowerPoint decks or written handouts	
Use of colour	Find colours that include enough contrast between content and the background, so that text and non-decorative images are legible	
Caption video content	Ensure any video content has subtitles activated (e.g. on YouTube) or manually added	
Provide slide deck handout	Take 1-2 copies for participants who may find it easier to follow along and take notes. Even better, provide a link for a digital copy which also makes it accessible for screen reader users.	
Speak your slide content - words and images	Rather than stating 'as you can see here', suggest 'this slides shows...'	
Use your pronouns	E.g. she/her, he/him, they, their - this demonstrates allyship with everyone in the audience	
Use more inclusive welcomes	Replace 'ladies and gentlemen' or 'guys' with 'everyone' or 'all'. You may also choose to describe yourself verbally, e.g. I am a white woman, from Leeds and today I'm wearing blue trousers and a cream shirt	
Asking people to stand	Either ask 'if you are able, please stand' or even better, replace with a different exercise, e.g. hand raise	



Give permission to stand/move	Some audience members will benefit from being able to stand or move about. Let them know they are free to do so as they wish	
Use of hashtags	Use camel case or pascal case when writing hashtags and also your website address. This means you capitalise each word in the hashtag and means they can be read by a screen reader. So: #professionalspeakingassociation becomes #professionalSpeakingAssociation or #ProfessionalSpeakingAssociation or www.ThePSA.co.uk	
Consider how you characterise underrepresented groups	E.g. creating a villainous disabled protagonist, stereotyping ethnicity, or other protected group*, in the stories you tell could isolate or potentially discriminate against those groups. Something which could be damaging to both your personal brand and to the PSA	
Get to the point	Some people disengage or become confused by too many words or excessive use of complex terms/words/phrases. Think 'less is more' in your word count and explain complex terms clearly. Say what you mean and mean what you say!	
Be aware of cultural differences	When presenting to people from different cultural backgrounds to your own, be aware of your use of both verbal language and body language. Customs, words, or gestures which may seem usual to you may be unusual or even offensive to others. Do your research and if in doubt, leave it out!	
Additional considerations when presenting virtually	-Provide alternatives to solely typing in chat. -Display your pronouns on screen.	



	<ul style="list-style-type: none"><li>-Advise the audience that closed captions are available on request (platform dependent)</li><li>- Avoid blurring your background as this can be triggering for certain people</li></ul>	
Additional Support for Event Organisers/Emcees	<ul style="list-style-type: none"><li>-Be clear on housekeeping. Of course, this is a key consideration for all speakers/event hosts. If it is your role to manage housekeeping be clear and complete with it.</li><li>-Highlight where the exits are, any alarms scheduled, location of toilets, start/break/finish times and agendas should all be mentioned, together with any quiet spaces that may be available.</li><li>-Ensure key areas are clearly marked.</li><li>-Use as much natural light as is possible.</li><li>-Ensure everyone is ok with travel after the event</li></ul>	

\*For more information about protected groups please go to:

<https://www.equalityhumanrights.com/en/equality-act/protected-characteristics>