



NOAA COOPERATIVE SCIENCE  
CENTER IN ATMOSPHERIC  
SCIENCES & METEOROLOGY  
EDUCATION RESEARCH IMPACT

# CONFERENCE PREPARATION

## Fellows Guide





## THE NOAA EPP/MSI COOPERATIVE SCIENCE CENTERS (CSC)



The NOAA Educational Partnership Program with Minority Serving Institutions (EPP/MSI) CSCs were created to increase the number of students from underrepresented minority communities who are educated and trained and have graduated in fields that directly support NOAA's mission.



NOAA COOPERATIVE SCIENCE CENTER IN ATMOSPHERIC SCIENCES & METEOROLOGY  
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- 1. NOAA Cooperative Science Center for Coastal and Marine Ecosystem (CCME)**  
Center Director: Dr. Larry Robinson  
Associate Director: Dr. Viniece Jennings
- 2. NOAA Cooperative Science Center for Earth System Science and Remote Sensing Technologies (CESSRST)**  
Center Director: Dr. Fred Moshary
- 3. NOAA Cooperative Science Center for Living Marine Resources (LMRCSC)**  
Center Director: Dr. Paulinus Chigbu  
Assistant Director: Dr. Margaret Sexton
- 4. NOAA Cooperative Science Center in Atmospheric Science and Meteorology (NCAS-M)**  
Center Director: Dr. Sen Cchiao  
Deputy Director: Dr. Terri Adams

# OVERVIEW



- A. Conference Details
- B. Work on Branding Yourself
- C. Get Your Content Together
- D. Be Flexible and Positive
- E. Be Aware of Conference Logistics
- F. Do Not Forget Personal Items
- G. Technology Can Keep You on Track

# A) CONFERENCE DETAILS

- **Navigate the conference website and become familiar with:**
  - **Sessions** (i.e., find out about the conference structure and sessions you would like to attend)
  - **Speakers/presenters** (i.e., google speakers/presenters you want to meet or share your interest to learn as much as you can about them)
  - **Presentation Guidelines** (i.e., oral and poster guidelines for the conference)
  - **Hotels** (i.e., find out about the conference host hotel and other hotel options and amenities)
  - **Travel** (i.e., find out about travel options and cost to and from conference site and around city)



# B) WORK ON BRANDING YOURSELF



- Get business cards (i.e., good conversation starter and great marketing tool)
- Pre-network on social media or by email (i.e., take advantage of pre-event networking; send emails prior to set up meetings at the conference)
- 30-second pitch (i.e., prepare your branding statement when asked “what do you do?”)
- Resume/CV (i.e., be sure your resume/CV is updated)
- LinkedIn profile (i.e., be sure your LinkedIn profile is current)

# C) GET YOUR CONTENT TOGETHER

## If presenting (i.e., oral, poster):

- Prepare presentation and get feedback from advisor
- Prepare poster/PowerPoint/handouts for conference
- Practice presentation in front of an audience. **DO NOT** let the conference be the first presentation!
- Find out about technology availability for your presentation



# D) BE FLEXIBLE AND POSITIVE

- **Prepare to have a flexible and positive mindset, attitude, and energy (i.e., plan for A, B, C, D, and E)**
  - Be confident and well-prepared for the conference
  - Bring your own computer/laptop just in case one is not provided for your presentation
  - Plan to present without a computer (i.e., have printed copies of PowerPoint for audience, if necessary)



# E) BE AWARE OF CONFERENCE LOGISTICS

- Transportation services (i.e., options for transportation to and from hotel, cost)
- Hotel (i.e., location, size)
- Per diem (i.e., what is allowed, what is not allowed)
- Rooming arrangements (i.e., number of roommates and who is your roommate)
- Conference expenses (i.e., on-site registration, exhibit purchases)
- City activities/events (i.e., city events/activities, if applicable)





# F) DO NOT FORGET PERSONAL ITEMS

## Be sure to bring:

- Computer/laptop (i.e., do not forget chargers, cords, batteries)
- Presentation materials (i.e., poster, PowerPoint, handouts)
- Appropriate attire for conference events (i.e., business casual/professional attire is recommended for academic conferences; do not forget to bring a sweater/wrap for cold rooms)
- Cash for tips (i.e., taxis, hotel housekeeping, bellhop)



# G) TECHNOLOGY CAN KEEP YOU ON TRACK



- Organize yourself for travel using travel apps which you can upload on your smart phone
- Use connectivity apps to connect with people and sessions at the conference
- Use apps for city guides that include things to do and see, restaurants, and special events
- Prepare your social media strategy—**LinkedIn** to connect to people you meet; **X (formerly Twitter)** to tell people who you have met and share a link to their work or website; and **Facebook** to post pictures and videos of you in action and the experience you are having

# HOW DO I NETWORK?

- Build up some courage. Everyone is here to help you, even if they do not know you. Say hello and introduce yourself. Let them do so as well.
- Breathe, relax, and allow the conversation to develop. They likely will ask you questions about yourself to get the conversation going.
- Ask people you know to introduce you to others you would like to meet. This includes current professionals AND students.



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# BUSINESS ATTIRE

## Professional Conference = Professional Dress!

- Aim for classic styles
- Shoes – conservative, clean, polished, comfortable
- Accessories – should complement you and not be distracting
- Ask people who are familiar with industry standards for their opinion on your wardrobe and choose items they view favorably
- See the following link for examples [HERE](#)



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# CHECKLIST FOR PRESENTING

- Have you practiced with your research advisor and others? Have you addressed their comments? Did you comply with the conference formatting, technical requirements, and institutional attributions?
  
- Have you anticipated questions and answered them?
  
- Do you have a hard copy of your presentation and a laptop in case there are technical difficulties?
  - Prepare a tech kit with a USB drive with a copy of your presentation/poster and a micro video adapter (if you have a Mac) presentation and get feedback from advisor
  
- Do you have letter-sized copies of your poster handout?
  
- Do you have business cards?



# VIRTUAL CONFERENCE TIPS

- Organize your session schedule
- Minimize distractions
- Familiarize yourself with the conference app
- Be an active participant
- Take breaks
- Most importantly, don't forget to have fun!

Join the conversation, share your experiences, and connect with other attendees by using your social media channels



# VIRTUAL PRESENTATION TIPS

- Get the lighting right
- Chose the right background
- Know the technology
- Put your camera on and look into your computer's camera
- Arrive early
- Dress professionally
- Remove external distractions
- Smile to share your enthusiasm with the audience
- Practice, practice, practice!



# ATTRIBUTION / ACKNOWLEDGEMENT STATEMENT

- **Required Attribution** - Along with the NCAS-M II, Institution, and NOAA logos, the following acknowledgment of EPP/MSI support **must** appear in the publication of any material, whether copyrighted or not, and any posters or oral presentations which is substantially based upon or developed under the NCAS-M II award:

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# LOGOS



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## NOAA Cooperative Science Center in Atmospheric Sciences & Meteorology II

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<http://ncas-m.org>