

## ADSA Speaker Instructions

- The agenda indicates the duration of your presentation, which includes time for taking questions. Assume that this discussion will take place during your presentation. *Therefore, plan to present for half the allocated time.*
- You can have six slides total (excluding backup slides).
- Slide 1 should contain the title of your presentation, your name, contact info and date.
- Slide 2 contains an elevator speech and should answer the questions “So what?” and “Who Cares?” (SWWC). It should be possible to give your complete presentation from this slide. Please follow the following formats for this slide.
  - If you have a problem that needs to be solved:
    1. Bullet 1: Mission statement for the space you are speaking about
    2. Bullet 2: Problems needing solutions
    3. Bullet 3: Methods for people with solutions to work with you
    4. A sample presentation with this format can be found here:  
[swwc\\_problem.pdf](#) (PDF) or [swwc\\_problem.pptx](#) (PowerPoint)
  - If you have a solution:
    1. Bullet 1: Space you are speaking about
    2. Bullet 2: Problem needing to be solved
    3. Bullet 3: Solution
    4. Bullet 4: Results
    5. Bullet 5: Technology readiness level (TRL)<sup>1</sup>
    6. A sample presentation with this format can be found here:  
[swwc\\_solution.pdf](#) (PDF) or [swwc\\_solution.pptx](#) (PowerPoint)
- Slides 3-6 substantiate the contents of Slide 2
  - Concentrate on presenting results. Do not spend much time on theory. There should only be one slide with equations, and do not go over the math.
- Do not present any SSI or classified information.
- Please send your slides to me in advance of the workshop for review. You can send them as late as 6 AM of the day of your presentation. I prefer you send them at least one week before the workshop.
- We will be presenting your slides.
- Include your last name and a version number/date in the filename. For example: “Crawford v01.ppt”.
- Indicate the sources of all images of security-related equipment and images.
- It is our intent to put your presentation into the public domain. However, you will be allowed to redact some of your material after you give your presentation. Do not mark your slides with text such as “company proprietary,” “confidential,” and “do not distribute.”

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<sup>1</sup> [https://en.wikipedia.org/wiki/Technology\\_readiness\\_level](https://en.wikipedia.org/wiki/Technology_readiness_level)

Please contact me if you have any questions or recommendations.

--Carl

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