SURVIVING THE PODIUM

City Clerks New Law & Elections Seminar
December 12, 2018

Prepared by:
Nell Hessel
Legislative Process Manager
City of Sacramento

GREETINGS

• A little bit about myself . . .

• And now a special hello . . .
HELLO FROM WENDY AND THE PUPS!

SURVIVING THE PODIUM IN THREE EASY STAGES

• Pre-Meeting
• Meeting
• Post-Meeting
PRE-MEETING

• Staff Report is Agenda Ready and published

• Councilmember(s) have been briefed.

PRE-MEETING

• Where is your item scheduled on the Agenda?

• Is a PowerPoint presentation necessary?
PRE-MEETING

Preparing a PowerPoint Presentation*

• Know your technology

• Have a visual theme

• Keep it simple but solid – not a data dump

• Start with the end in mind

*Internet has lots of resources available for how to design an effective presentation

PRE-MEETING

Preparing a PowerPoint Presentation*

• Limit bullet points and text

• Limit transitions and animation

• Use high-quality and appropriate graphics and charts

• Include a summary page at the beginning and end

• Proofread

*Internet has lots of resources available for how to design an effective presentation
**PRE-MEETING**

- Send your presentation to Clerk’s Office and/or IT
- Practice your presentation in meeting room

**MEETING**

- It’s meeting day!!!
- Arrive early
- Coordinate with the Clerk to start your presentation
- Be ready when your item is called
- Bring hard copies as a backup
- Remember you are the subject matter expert
MEETING

Things to consider before even stepping up to the podium:

• What item am I on the agenda?
• How long has the meeting been going?
• Have there been verbal cues from members up to this point?

MEETING

At the Podium

• Breathe
• Introduce yourself – name, title, department
• Begin your PowerPoint Presentation
• Speak to the entire Legislative Body, including eye contact
• Remember to breathe
MEETING

At the Podium

• Stand up straight and speak clearly
• Breathe
• Have a staff recommendation
• Be prepared for questions

MEETING

• Presentation Suggested Language
  • I am (Name & Title) with the (Department)
  • I am here today to recommend . . .
  • Staff recommends this because . . .
  • The impacts of this recommendation are . . .
Presentation Suggested Language

• If approved, we will begin . . .
• In summary, staff recommends . . .
• This concludes my presentation, I am available for any questions . . .

What to Avoid

• Don’t call members by their first name
• Don’t be defensive
• Don’t just read from the presentation or staff report
MEETING

What to Avoid

• Don’t take it personally if the members appear to be preoccupied or not paying attention
• Don’t present new information that has not been made available to the public

What to Avoid

• Don’t bring excess papers with you to the podium
• Don’t surprise members with the recommendation especially the member whose district is affected most
MEETING

What to Avoid

• Last but not least . . . and believe it or not it really must be said . . . drum roll . . .

• Don’t Chew Gum!
POST-MEETING

• Reflect
  • Did you get the vote?
  • How do you think you did?
  • Watch the video
  • Ask for feedback from a trusted co-worker

• Most importantly, make sure the City Clerk has your presentation for the record

Surviving the Podium - City Clerks New Law & Elections Seminar - December 12, 2018

One More Shout-Out from Wendy and the Pups!
Contact Information

Nell Hessel
Legislative Process Manager
City of Sacramento
Office of the City Clerk
nhessel@cityofsacramento.org
(916) 808-5163