



UK Research
and Innovation



Ruby Country Net-Zero Beef Farming Forum

Guidance Notes for Expert Witness Presentations

General Information

For general information about the project, the Ruby Country, and the Net-Zero Beef Farming Forum please see the project website <https://sites.exeter.ac.uk/rubycountrynetzero/> and the Expert Witness Information Sheet.

About this Guidance

You are, by definition, the expert in your field. You have been approached because you have a deep knowledge of your subject area and you are a skilled presenter. This guidance, therefore, is not about telling you what you should or should not include in your presentation or the key points you should make, rather it is intended to offer some hopefully **useful and gentle guidance and steer** on the possible structure and tone of your presentation given the very specific format and membership of the Forum you will be presenting to.

Length of Presentation

Please ensure your presentation is a minimum of 10 mins and an **absolute maximum of 15 minutes long**. Your presentation will be **one of three presentations** that Forum members will be asked to watch online in advance of a Forum session.

About the Audience

Your primary target audience is the Ruby Country Net-Zero Beef Farming Forum. The Forum will consist of approximately 15-20 individuals. As the name suggests, at least half of the Forum members will be **Ruby Country beef farmers** of various types. The remainder of the Forum will be made up of broader Ruby Country beef farming stakeholders. This may include, for example: vets, meat processors/abattoirs/butchers or others who retail beef, and those who manage land or assist farmers with their finances, stewardship etc. The Forum, therefore, is not the general public, but neither is it an academic audience. The Forum might best be described as knowledgeable practitioners, although depth of knowledge on any given issue will likely vary from Forum member to Forum member.

How the Information you Present will be Used

The primary aim of the Forum is to answer the question: **How can Ruby Country beef farming best transition to net-zero GHG emissions by (or before) 2050?** Forum members will use the information/evidence you present to help them answer this question. This will happen in three stages. Firstly, they will listen and watch your presentation individually, in their own time, in advance of the Forum session. Secondly, in the first half of the Forum session itself, Forum members will have 50 minutes to

question you and the other Expert Witnesses about the information/evidence you presented. Thirdly, in the second hour of the Forum session, Forum members will retire to discuss and debate the evidence amongst themselves with a view to identifying how and where this information can be used to help them answer the question, and how it can be used to help inform the development of a ‘roadmap’, which identifies key actions that can support the sector’s transition to net-zero. (For more information on the Forum process please see the Expert Witness Information Sheet)

It might be useful, therefore, when putting your presentation together, to be mindful of the practical implications for beef farmers and farming, of the evidence you are presenting. Identifying barriers to implementation, for example, or the extent to which the science is settled, or whether there are any existing practical examples of the ideas you are presenting having already been successfully implemented. In short, it is about putting yourself in the beef farmer’s boots.

Language and Tone

Given who the audience are and how the information you present will be used, pitching the presentation at the right level, therefore, will be absolutely crucial. We appreciate, and know from experience, that this is a tricky task, and that describing and explaining, what can be complex and technical issues, without recourse to some technical language, is difficult. While some of the Forum members might be familiar with some of the science and technical terms, others may not. Our suggestion, therefore, would be **to minimise the use of technical language where possible** and to have, as a default tone, plain, simple English. Having said that, you also don’t want to dumb down. The Forum will have a wealth of practical knowledge and experience of farming and working with the land, and that should be borne in mind when preparing a presentation. Ultimately, it is up to you how you strike the right balance between not too technical and not too simplistic. If you’re in doubt, our suggestion would be to err on the side of simplicity. Forum members will have a lot to take in a short amount of time!

Content

As mentioned above, as the expert, you are, of course, best placed to determine the content of your presentation and what the key and salient points are. All perhaps we would suggest is that when putting your presentation together you are mindful of the phrase: **‘less is more’**. We appreciate that it is a really difficult task to summarise and boil down a complex topic into a 10-15-minute presentation, but a few key points, introduced at the beginning, developed over the main part of the presentation, and reiterated at the end, we suggest, would be preferable in this particular context to covering a lot of ground and issues in a short amount of time. It’s worth mentioning again, Forum members will have a lot to take in a short amount of time!

Recording and Saving your Presentation

For consistency and ease of use we suggest you use PowerPoint to record and save your presentation. If you haven’t used the audio and video recording functions of PowerPoint before, not to worry, it is relatively simple and easy to do so, and you do not need to download any additional software or plug-ins, as PowerPoint has this built-in functionality.

You’ll need PowerPoint for Microsoft 365, PowerPoint 2019, or PowerPoint 2016, and you’ll find the ‘Record Slide Show’ options as part of ‘Slide Show’ tab at the top of the screen. Once you’ve finished putting your

PowerPoint presentation together as normal you simply add video narration over the top. You can do this in one ‘take’, or you can do it on a slide by slide basis, pausing the recording as you go, and deleting and re-recording where necessary. When you’re happy with your video commentary, you can then save the PowerPoint presentation as either a regular PowerPoint file or as a mp4 file ready for uploading onto YouTube or Vimeo etc. Because we want to post and host your presentations on YouTube, please ensure you **save your presentation as an mp4 file**. In doing so you’ll also need to ensure that the ‘Use Timings’ option is ticked before you start recording. The below ‘how to videos’ explain.

There are lots of ‘how to’ videos on the web but quite a number of them explain how to record audio/video in PowerPoint using additional software/plug-ins. Of the ones which refer specifically to the built-in functionality of PowerPoint, try these for starters:

- How to Record a PowerPoint Presentation with Audio and Video for Free?
<https://filmora.wondershare.com/screen-recorder/record-powerpoint-presentation-with-audio-video.html>
- How to Record Audio or Video Narration in PowerPoint
https://www.youtube.com/watch?v=qvFZ2PAKg0w&feature=emb_logo
- How to save your PowerPoint presentation as a video
<https://www.youtube.com/watch?v=76A0Itah0Bo>

Once you have saved your presentation as an mp4 file please send it to us (via dropbox or sharepoint) and we will upload it to the project YouTube channel here

If you’d like further information, please don’t hesitate to contact us:

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