

## Speaker Guidelines for **eema** Conferences



### As a speaker we ask that you:

- Provide a quality presentation on the agreed topic ensuring that your presentation reflects the title.
- Provide a brief biography which can be used by the Chairman of your session to introduce you
- Ensure your presentation does not exceed the time allocated for the presentation
- Provide your presentation to us in electronic format by the given date so it can be preloaded for your presentation and made available the conference attendees and **eema** members on the **eema** website after the event
- Make your presentation in English – the official language of the meeting

### AV equipment provided:

The following will be provided:

- Data projector and screen
- laptop
- Lecturn (usually)

If you require any other presentation equipment please contact Fiona Hawkins on [fiona.hawkins@eema.org](mailto:fiona.hawkins@eema.org) tel: +44 1386 793028 at least 14 days before the event.

### Speaker Guidelines

- Most presentations will be part of a session covering the same topic. It is not necessary to spend much of your talk on introductory generalities. Delegates attending the conference will already have prior knowledge of the topic.
- Aim to provide new information and insights.
- Vendors - an overt sales pitch alienates the delegates – they are interested in what your company is doing as it relates to the subject of your presentation. There is a big difference between giving the audience the information they seek and blatantly advertising the company. The best way to present your company favourably is to provide the audience with the information that the talk advertises in an objective way.
- Attendees like: personal experiences, examples, case studies, selection criteria, lessons learned, things to do and check-lists for success
- Attendees hate: sales pitches, presentations that do not follow the session description, presentations that they have seen given before, logos on each slide, hard to read slides, product or service specific presentations, not starting and ending on time, and, of course... the air conditioning.
- Don't try to cover too much. A focused talk in depth is better than a talk that attempts to cover everything but leaves the attendees wanting more information.
- Allow 5-10 mins at the end of your presentation for Q & A
- Be disciplined in the number of slides you produce – if your presentation is supposed to be 20 minutes long, getting through 45 slides is almost impossible. Also remember that slides with lots of builds take more time than a slide with no builds. A good rule of thumb for most presenters is 1 slide for every 2 minutes of presentation.
- Make sure your slides are readable. In general nothing below 18 pt type is going to be readable by anyone not in the first few rows – 24pt and above is usually safe.
- **eema** conferences are unique opportunities for attendees and speakers to interact and learn from each other. This network that is nurtured at events can prove an invaluable source of information, professional contacts, and friendship. We urge you to make yourself fully available to attendees throughout the meeting breaks (and particularly immediately following your session). Many speakers find that these contacts are the most valuable benefit of their meeting attendance.

Please note **eema** is unable to pay travel or hotel costs.