

SPEAKER INFORMATION PACK

Advice and guidance for speakers at our business shows

IT'S YOUR TIME TO SHINE

Thank you for agreeing to be a speaker at one of our events.

We're all working hard to make events a success again. Your speaking session can be a great way to elevate your profile, make new connections, reinforce existing ones and display your expertise.

FIRST AND FOREMOST: the session is a vehicle to educate, teach, and provide value to your audience, which in turn builds trust in your expertise and can motivate them to engage further with your company. It is not a sales pitch.

PLAN, PREPARE AND PRACTICE: The importance of planning and preparation cannot be overstated. Spend a good deal of time preparing the script and practice and practice more.

- Session run time is no more than 30 minutes
- We recommend 22- 25 minutes of "talk time" and the rest for Q&A
- Try to make your session interactive where possible, delegates love participating and creates a great engaging atmosphere
- Don't just do a sales pitch or a demo of what you do, audiences disengage from these talks rapidly
- Steer clear of lots of slides or just reading them out "Death by Powerpoint" is a reputation killer!
- If you find lots of questions at the end, answer a few and then direct delegates to come and talk to you at your stand / in the refreshment area so the session ends on time and is ready for the next person

HOW TO HAVE A FABULOUS EVENT

WHAT YOU NEED TO BRING:

Your slides on your laptop or tablet
ready to play

Any required dongles, converters or adapters
to hook up to HDMI or VGA

As you can imagine we run to a very tight timescale to promote our events so getting your information is critical to our mutual success.

If you haven't already, fill in the speaker registration form - [click here](#)

IMPORTANT MUST READ!! - PROMOTE EVENT

Please make sure you provide all the information requested as fast as possible. If you do not provide the information we can't promote you and your session may be either withdrawn, or worse, not attended by the delegates. Ouch!

If you have any difficulties with any of the information required, contact us immediately.

WE WILL PROVIDE:

Projector or TV Screen
Hand Held Microphone

If you require anything else check
with us or bring your own.