



## **Conference Guidelines for Speakers**

### **Introduction and Background**

This document is designed to help you deliver a successful and useful presentation at the Enterprise Learning Solutions International conference. The conference is organised into keynotes and seminar tracks around current Enterprise Learning issues and topics, both internationally and in China today. Each keynote lasts 40 to 45 minutes, and each expert track lasts about 2 hours. The tracks are moderated by an expert facilitator (see below). The conference is generally closed with a panel debate and wrap-up involving leading personalities in the industry and the CEO's of top exhibitors and sponsors. The entire event is designed for maximum interaction with the audience.

### **Keynote talks**

A keynote is usually 35 to 45 minutes long and delivered by a highly expert speaker or Chinese statesperson; The keynotes include Opening keynote to set the scene, closing keynote to wrap-up, an industry vision keynote, a hot topic keynote, a keynote on state of nation/industry involving data from very latest credible research and unpublished reports, presentations by leading business book authors/philosophers/analysts. Presenters should always plan time for discussion and questions.

### **Seminar Tracks**

A seminar track lasts about two hours and consists of 4 related presentations, moderated discussion and an expert panel. Each presentation should take 30 minutes, with 10-15 minutes of moderated questions and discussions.

### **Seminar Chairman**

Each track has a chairman selected for their experience in the subject matter, and their facilitation skills. The chairman's role is to capture, rank and relay questions to the panel. The chairman also keeps the time and ensures respect of allocated time for each presentation.

The panel is made up of the 4 presenters, and in some cases a guest panel member. The speakers are kindly requested to ensure flow by making cross-references to other presentations in their track.



## Conference Guidelines for Speakers

### Presentation Structure

The following outline is suggested:

- Presentation Overview /desired outcomes/objective
- Fundamental Assumptions, rules and definitions
- Key discoveries / experiences / anecdotes
- News /Vision / Risks
- Conclusions or new rules/working theory
- Presentation summary.

### Speakers Room

A hospitality suite, will be available for speakers during the conference.

### Presentation Equipment

Each seminar room is equipped with a PC, Screen and projector. An audiovisual support technician will be on hand. Overhead slides are not catered for. Presenters are kindly requested to bring their presentation on USB Key or CD-Rom or bring their own laptop computer, which will be plugged into the video projector, especially if they have sound and video demonstrations in their talk. No network connection will be provided and on-line demonstrations and technology /product presentations are strongly discouraged.

### Selection of Presentations

The organisers select presentations based on the following criteria:

- Interest & relevance of the subject, fit within topics of programme
- Quality, talent and reputation of speaker
- Top keynotes are allocated to international keynote speakers, authors, analysts and statesmen. After that priority is always given to top sponsors, media partners, key exhibitors and sponsors;
- Content style & Objectivity: audiences prefer case studies presented by the user organisation supported by hard facts and real examples. The use of humour and anecdote always increase the ratings of a presentation.
- In the interests of quality assurance and audience satisfaction the conference director will not accept presentations of political content, vendor or commercial content, overly theoretical or academic content.



## Conference Guidelines for Speakers

### Speaker Pre-Requisites

Speakers are requested to provide the following items in ENGLISH, for the international conference brochure, event catalogue, proceedings and international website:

- A photograph of good quality in JPG, TIF, GIF or EPS Format.
- A career summary and list of publications, CV in word format.
- A 2 paragraph abstract of their talk (Title, summary and objectives)
- Slide presentation of complete presentation by 21<sup>st</sup> October 2008 in PowerPoint or similar.

**Deadline:** The bio, photo and abstract are *required immediately at submission* of presentation for selection purposes. Priority is always given to partners, sponsors and exhibitors (after statesmen, international experts and analysts). Presentations submitted after the 15<sup>th</sup> October 2008 cannot be considered.