



SMART PACKAGING 2017

SPEAKER INFORMATION

19-20 September 2017, Maritim Hotel, Cologne, Germany

Thank you for offering to participate at this year’s conference. In this document we have laid out some important information that you will need to be aware of as a speaker at this event, so please read it through carefully.

DEADLINES

- Within 7 days Return your completed Speaker Reply Form. Your place on the programme is not confirmed until we receive this from you.
- Within 7 days Provide biographical data (in English as a word document of no more than one A4 page) outlining your experience, qualifications and career portfolio to feature in the printed conference proceedings.
- 28/07/16 Submit your PPT presentation by email or CD/USB

VENUE & ACCOMMODATION

The conference and exhibition area is located on the first floor of the Maritim hotel – in and around Saal 1. The address of the conference venue is:

Maritim Hotel
Heumarkt 20
Cologne
50667
Germany

Speakers are responsible for arranging their own hotel accommodation while attending the conference.

AMI have reserved a limited number of rooms at the conference venue, at the rate of €159 for a single room or €197 for a double room (Wi-Fi and breakfast included) until 18th August 2017. Speakers can book their accommodation online via our dedicated booking link:

[Insert accommodation link here]

Or contact the reservation department stating that you are attending “AMI's Smart Packaging 2017” on: Tel: +49 22 1202 7849 | Fax: +49 22 1202 7826 | Email: reservierung.kol@maritim.de

SOCIAL EVENTS

19 th September 2017, After the 1 st days sessions	Networking Cocktail Reception in the conference area	Free of charge
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POWERPOINT CHECKLIST

Please ensure that your PowerPoint slides:

- ✓ Are written in English



- ✓ Are clear when printed in black and white (avoid dark backgrounds, images etc.)
- ✓ Are no more than 30 slides (remember you have 25 minutes to present them)
- ✓ Have a **maximum of 2 slides** to introduce your company
- ✓ Are not overly commercial. Sales pitches do not score highly with delegates
- ✓ Do not name your competitors or their products
- ✓ Are legible. Do not overcrowd your slides or use complex graphs/charts/diagrams and use a minimum font size of 20
- ✓ Are clear. PowerPoint presentations were designed for bullet points, not paragraphs

Some useful points to bear in mind when **producing** your slides are:

- **Who is the audience?** Primarily smart packaging producers, materials suppliers and equipment suppliers as well as end-users from all over the world.
- **What is the message to be put across?** This will depend on your topic, but should generally address current developments and future trends that will affect or benefit the packaging industry on a global scale.
- **What does the audience already know?** The audience will be a mix of sales/marketing and technical personnel so try to balance technical content with commercial considerations.
- **Are you including videos?** All video files should be sent to us prior to the conference to ensure they are compatible with our equipment. If we do not receive the files in advance then we cannot guarantee it will work on the day.

Some useful points to bear in mind for **presenting** your slides are:

- There will not be a laptop available at the lectern; so you may wish to bring a printed copy of your notes. All presentations will be run by the organisers from the central laptop.
- Make sure you are speaking clearly into the microphone. You will have a fixed microphone and a headset, and a chance to rehearse with these before your presentation.
- Avoid simply reading through the text on your slides. Instead, use your slides as notes to expand on. By speaking **to** your audience you will engage them and hold their attention.
- Keep an eye on the clock. You have only 25 minutes to present your slides.
- Make it clear to the audience and the chairman when you have finished by using a phrase such as "thank you for your attention".

For any questions, please contact the organiser, Emily Renshaw on:

Tel: +44 117 314 8111 Email: er@amiplastics.com

The latest programme and all conference details are available on the event webpages:

<http://www.amiplastics.com/events/event?Code=C818>

AMI look forward to working with you in the lead up to the event, and welcoming you in Cologne in September 2017.

Ms. Emily Renshaw, Conference Organiser