



**Monterey Bay  
International Trade  
Association**

P.O. Box 523 - Santa Cruz, CA 95061 U.S.A.  
Tel. 1.831.335.4780 - Fax 1.831.335.4822  
[www.mbita.org](http://www.mbita.org)

# Speaker Guidelines

Thank you for accepting our  
invitation to speak at our  
upcoming event!

## **This is a short, user-friendly guide to what to expect:**

- when preparing your talk
- on the day you present
- after the conference

## **We will need from you:**

- your *PowerPoint* slides prior to event

# Preparing your talk

- Please see the agenda for your exact time slot and how much time is allotted.(We will notify you of any changes to the agenda.)
- The conference language is English
- You should prepare *PowerPoint* slides
- Send us a copy of your presentation slides by the deadline and bring a back-up version with you to the conference

# *PowerPoint* Presentation

## **Do:**

- rehearse your talk before you present
- use contrasting (but not dark) background colors
- send us your presentation slides and bring a spare copy

## **Don't:**

- use font sizes below 20 pt
- overcrowd slides
- use clashing background and font colors
- spend more than 1 minute on your company profile

Let us know if you have sound, video, unusual fonts/symbols, or will need an internet connection.

# Sales Pitches

**Delegates are strongly opposed to presentations they perceive as sales pitches. To avoid this, please:**

- keep company profiles to less than 1 minute
- give talks a technical or strategic focus (not sales)
- use case study material
- be sure client product shots, trademarks and brand names are avoided whenever possible

Market your company to the conference audience through a sponsorship or exhibition table.

Contact Cristina at +831 335 4780 or [cristina@mbita.org](mailto:cristina@mbita.org)

# At the event

## **We provide a(n):**

- LCD projector and laptop with your presentation pre-loaded. If you have an updated version, please bring it on a USB or CD *at least one break before your talk* so we can check it, link it, and stay on-time in the schedule
- podium and microphone

## **We ask that you:**

- *arrive at least one break prior* to your talk
- check your presentation
- bring samples and/or visual aids, as appropriate
- stay for the entire conference and, if possible, take advantage of the informative workshop(s).

**Early arrival minimizes last minute problems!**

# After the event

**Feedback:** we are happy to provide feedback, upon request, from delegate evaluations of your presentation.

**Use of presentation:** we will send all delegates a weblink to access the presentations given at the conference. Slides will be protected as **pdf** files.

## Copyright

It is MBITA's practice to publish the presentations given at its events. MBITA reserves the right to include your presentation as part of the proceedings as a whole, but not to distribute individually.

If you do not wish to have your presentation included, you must notify us **in writing prior to the end of the event. To prevent errors, please follow-up by confirming that we have received your request.**

Weblinks are distributed within days of the event.