HR Tech Europe 2014
European Conference & Expo

Amsterdam RAI
23 | 24 THURSDAY - FRIDAY OCTOBER 2014

Speaker Guidelines

Previous Speakers at our Conferences

Produced by: **HRN Europe** PAN EUROPEAN HR NETWORK

Deadlines

Below are the Presentation deadlines for HR TechEurope 2014. We appreciate your support and commitment in ensuring all deadlines are met. We will confirm receipt of your presentation within 48 hours. If you have not received an email confirming receipt please contact us immediately. **All speakers should bring an additional copy of their presentation on a USB Memory Stick.**

Should you have any additional questions, please contact:
Steve George - Tel 0036 30 398 4447
Peter Russell – Tel 0033 648 923 260

A first copy of the presentation by: 15 September 2014
A final copy of the presentation by: 06 October 2014

We encourage you to use visual images - videos / photographs to illustrate your points to the audience. All presentations will be made available post event on our **slideshare** account, unless specified otherwise. Speakers are also free to share whitepapers which will be shared with our extensive community through **slideshare.**

If you plan to begin with a video make it entertaining. The attached example was used to great success
(Link to or embed video on Consignit)

NB. Please let us know ASAP if you cannot meet these deadlines.

> " Great two days at HR Tech Europe conference. Excited to see it grows every year. Well done!
>
> Global Head of HR
> Information Technology
> **Medtronic**

Useful best practices...

...from 5 years feedback from our network

Do plan your presentation out on paper before you start creating it - outline your story and the key slides, their objectives and key messages that you want to cover.

Do prepare, collaborate, practice and rehearse with colleague/team.

Do send your presentation round to peers/interested parties for comment/feedback where appropriate before you present. They may be able to pick up on errors/missing info or add additional info/insight to your presentation. The best presentations are rarely created by one individual

Do use numbers, metrics, reporting tools, data, etc. on how you have successfully supported leadership teams, front line staff, functions, countries, etc. This engages the audience; they want to hear what is working, equally as important is what's not working and which direction you/your company is headed – i.e. future perspectives.

Don't use old material from your last speaking engagement – our community is looking for exclusive and timely content. Many are regular attendees to events, so if it has been used before it's likely to be highlighted on social media channels.

Don't use more than **10 content slides**. Keep slides simple – less is more and more is too much often.

Note: Our audience is interested in strategy, tips, new trends & ideas, savings, efficiencies, enablers, optimizers, project milestones, guidelines, timelines and deadlines. If you could do everything over again, what would you do differently? What consultants or vendors were brought in at various stages of the project? What were the positives and negatives of vendors? Etc.

International Thinker 50 – Dan Pink at HR Tech Europe 2013

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Consistency & Tone

Do use a consistent look and feel throughout the presentation. Is your presentation using the corporate stationery/template, but even more important is it using the correct tone of voice? Large corporations often have Tone of Voice Guidelines, which are either part of the Brand/Presentation Guidelines, or part of a guideline suite.

Do find time to stop and get key messages across.

Don't describe your **company profile**, employees, number of offices, industries, your career history or an elaborate vendor loyalty program, people will switch off and leave the room.

Don't use buzzwords – Use terminology that everyone can understand.

Don't use paper based notes – It sends a signal of too much heavy information?
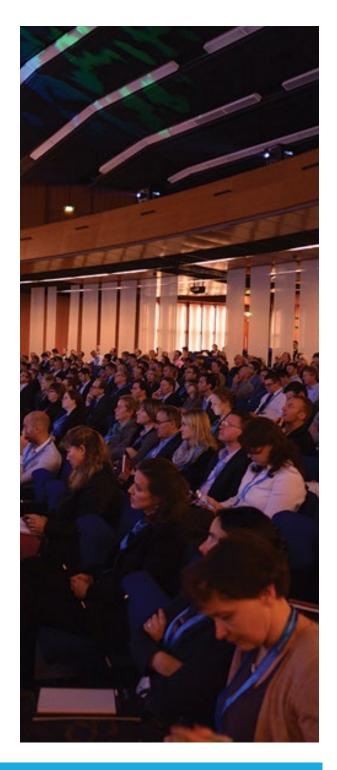
Visual Accessibility

Do break up your presentation with relevant images and/or graphics. Not everyone needs them, but many people are more visually stimulated and therefore need to see imagery or graphical representations to understand as well as just the words on the screen. When choosing imagery, try to use images that have some connection to the slide objective/key messages.

Do use a font size of 14 pt or larger – smaller fonts may mean that people will not be able to read it. Use bullets instead of paragraphs. People find it very hard to read from the screen and paragraphs can make people instinctively switch off and disengage with a presentation.

Do keep your bullets to a single line where possible and add clear line breaks, this keeps your slides looking clean and tidy visually. Remember that "presentation" i.e. the way it looks is as important as the content when communicating.

Don't use garish background and font colours, remember it might be easy to see when you are less than 50 cm's from your screen, but how will it look projected from about 6 or 20 meters away? Stick to neutral colours & tones, blues, blacks, greens & whites if you are not working with your marketing/design team and a branded template.

Don't use more than 6 bullets per slide (blank slide); if you have headers and footers on corporate stationery/template this may need to be reduced.

> **"** Over the years I've attended more Talent Conferences than I can count. **HR Tech Europe** is the one that stood out above all others. Great content, fantastic speakers, global focus, and a modern approach to their conference format made **HR Tech Europe** one that I plan to attend for years to come.
>
> Group Strategic Recruitment Leader **Linked** in

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Slide Layout & Content

Do keep your slides to a minimum, maximum 10 slides for a 25 min presentation.

NB this does not include Q&A time! This assumes a ratio of a little over 2 minutes presentation time per slide.

A trap that a lot of people fall into is to try and combine slides together with elaborate builds to make a presentation appear shorter. In truth it just makes it more complicated to present, can look untidy and also ruin the pace of a presentation as you can spend far too long on a single slide instead of moving on.

Do have some fun with your presentations. The presentations that work best and are the most memorable are often the ones where you have a bit of fun and engage with your audience.

This goes for the content and the way in which you present it. Remember people buy people, if you don't seem to be enthusiastic about your content why should they?

Don't try to cram too much detail/information into one slide. This is not just the number of words (though that is a big part of it), but also the number of key messages you are trying to cover.
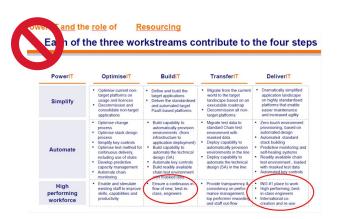
One slide should really have no more than 3 key messages unless it is an early positioning slide where you are outlining a number of messages at a high level that you then go into more detail later in the presentation.

Do try to avoid acronyms and technical terms – not everyone may be familiar with them.

Don't put word for word exactly what you are going to say on your slide. This immediately makes people switch off and they may cease to see either the slide or hear what you are saying.

Don't mix up different styles through your presentation (e.g. if you start out using Title case in your headings keep this going throughout).
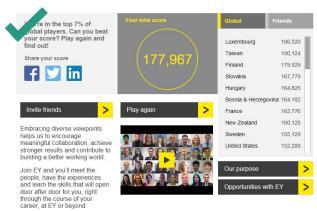

Timing & Delivery

Do allow your audience to react naturally (e.g. in a presentation if a question is asked answer it then and there where possible, if you make people wait until the end a question can be lost or people are wanting to leave and therefore reluctant to ask questions that may delay their escape). Use humor through questions, ideas and numbers. Feel Free to walk amongst the audience it allows for better engagement – especially around Q&A.

Do rehearse your presentation before it is presented, especially if you are part of a dual presentation/think tank or panel (even if you are not the one who will be presenting it). You need to rehearse it to fully understand the timing and to understand if the flow is working as you planned.

Do try your best to energize the audience by showing them how you make/made a difference in your job and how your assessment / methodology / strategy / model / teamwork / solution / technology / idea may positively affect their lives if implemented. Recognize that benchmarking or your ideas may not work in other industries. Use video examples – fun shorts (1 - 2:30 minutes max) – give insight into your company or the topic you are discussing.

Don't create a presentation which doesn't allow time for questions or queries, remember communication is two way, you won't have had a good presentation if no one chipped in!

What to expect on the day?

Please arrive well before your session.

Ensure that any special AV requests you have are discussed well in advance of the event.

Go to the dedicated Speaker Registration desk.
Prior to your attendance, we will introduce you to the stream moderator and the room manager, to ensure you have everything you need for a successful presentation.

Together with you we will make sure that the presentation is set up and that the technology works. During the networking period immediately preceding your session we will run through the presentation technology. Expect a percentage of the people in the audience to be actively using twitter – this will help spread your message in real-time both within and beyond the room. HRN Europe and some of our Media Partners, Analysts, Press, Vendors and Blog Squad may wish to interview you. We are happy to work with you on arranging an interview schedule. Ensure you have a good supply of business cards. Our experience is that Speakers are a focus of attention for Senior Enterprise Practitioners with questions often coming during networking breaks.

Audience members attending your session expect that they can go back to the office and take intelligent action with the knowledge shared.

Speaker Benefits

As a speaker you get to enjoy full 2 days at the conference. In addition, you also receive 2 complimentary conference tickets. You can use those tickets for team members or industry friends/peers if you wish. NB They should not be used by consultants or vendors.

> " Many thanks for the invitation to **HR Tech Europe**. It was an absolute pleasure to attend. There were really great speakers there. Twitter is an instant barometer of how much value a speaker adds and I was particularly pleased with the feedback. A truly excellent event - well done on the organisation!
>
> Head of HR