

# BWEA31

The UK's premier renewable energy event



BWEA's 31<sup>st</sup>

Annual conference and exhibition

20-22 October 2009

## Speaker and Chair Guidance

Information to help speakers and chairs prepare for BWEA31

Updated 14.10.2009

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## Welcome

### **BWEA31: Speaker and Chair Guidance**

#### **Thank you for agreeing to take part in the UK's leading renewable energy event – BWEA31**

Over 20th to 22nd October 2009, BWEA shall be hosting its 31st annual conference and exhibition at the Arena and Convention Centre (ACC), Liverpool. BWEA31 will be one of the largest renewable energy conferences ever held in the UK. The event is sponsored by Envirolink Northwest, the energy and environmental technologies and services (ETS) sector development organisation in England's Northwest. We are confidently expecting in excess of 3,000 participants and 200 exhibitors from across the globe.

Please visit [www.bwea31.com](http://www.bwea31.com) for up-to-date programme details and all other information about the conference, exhibition and social events.

We now need to ensure that we make the time as productive for you as it will be for the estimated 1,000 conference delegates expected at the event and we have therefore provided some guidance to help ensure the best quality conference session for the audience.

#### **Please Provide the Following Details by 4 September 09**

The following details will be printed in the conference programme distributed at the event, so please ensure that we have correct and sufficient information. Please send the following details to Helen Jones, Director of Events & Marketing at [h.jones@bwea.com](mailto:h.jones@bwea.com).

1. Your name, job title and company name
2. Your presentation title (not applicable to session chairs those participating in Panel Debates)
3. A brief summary of your presentation (max. 200 words; not applicable to session chairs or those participating Panel Debates on day one)
4. A brief biography (max. 200 words – applicable to all)
5. A high resolution photograph in jpeg format (photos copied from websites are unsuitable)
6. A mobile number so that we are able to reach you on the day if necessary
7. A postal address for your usual place of work.

Your mobile phone number and postal address will not be distributed to anyone outside of BWEA and will not be printed in the conference programme.

## Guidance for presenters

- You will either be taking part in a session of 15 minute presentations or a Panel Debate. If you are unsure of the format of your session, please contact Helen Jones, email [h.jones@bwea.com](mailto:h.jones@bwea.com) or call +44 (0)20 7901 3014.
- If you are giving a presentation it must be **PowerPoint** based. If you have any other needs, including movie or sound files, please contact Helen Jones ([h.jones@bwea.com](mailto:h.jones@bwea.com)) as soon as possible.
- If you are giving a presentation, you will be allocated a maximum of **15 minutes** to speak. Please do not speak for longer than the time allocated to you to ensure we allow sufficient opportunity for questions at the end of the session.
- Please **do not use your presentation as an opportunity to market your own company**, otherwise the session chair will ask that you move on to the other content of your presentation. Delegates do not want to listen to a sales pitch. However, do spend a minute to say who you are, what company or organisation you represent and what your interest, knowledge and expertise is regarding the subject matter.
- The audience will be 'mixed ability', which presents a special challenge for you as a presenter. Some delegates will know their specialist subject very well, others less so. However, we encourage our presenters to **be upbeat, controversial and informed** which is why we are pleased to have you in the programme. We are looking for 'state of the art' knowledge and insight, strong views and content that will be referred to after the event.
- If you are giving a PowerPoint presentation, please avoid using too many or over populated slides, as this is distracting for the audience. **Aim for no more than 10 slides**. Remember that the more slides you have and the more there is on each slide, the more distracting it will be for the audience - whereas the fewer and simpler the slides are, the easier it will be to keep them listening. If there's nothing but text on the screen, people will try to read and listen at the same time - and won't succeed in doing either very well. You might like to read this recent article on the BBC News site about giving successful PowerPoint presentations: <http://news.bbc.co.uk/1/hi/magazine/8207849.stm>
- Prepare and submit your presentation by no later than **Friday 16 October** by email to [emailbwea@gmail.com](mailto:emailbwea@gmail.com). If your presentation is larger than 10 MB in size, please take it with you to Liverpool and hand to the technicians in the Speaker Room as soon as you arrive (Hall 10, Level 3 of the Convention Centre).
- A **Speaker Room** will be available with technicians on hand at all times to enable you to make last minute changes and to check through your presentation. This will be in Hall 10 on Level 3 of the Convention Centre. Complimentary internet access and refreshments will be available.
- All presenters are required to **take a spare copy to the event on a CD or USB memory stick** and to take it to the Speaker Room in case of any technical problems.
- Session Chairs are under instruction to be strict with monitoring the time of each presentation and they must use the 'traffic light' system connecting the top table to the lectern, to provide a warning if speakers are nearing the end of their time allocation, or running over-time.
- Those participating in Panel Debate sessions will receive separate instruction from a member of the BWEA Policy Team on the exact format and running order of the session. However, please make sure you arrive to your session room at least 10 minutes before the session is due to start, so that you can be fitted with a lapel microphone.

## Registration

All speakers and session chairs are required to register online for their pass. Those that have not pre-registered online will be required to queue on site to register for their pass, so we strongly recommend pre-registering online as soon as possible. Attendance is free of charge for one speaker per presentation on the day of your presentation. We would like to encourage you to take advantage of the lowest-possible rate for the event and stay with us for the entire event. We have therefore arranged a reduced speaker rate of £635+VAT, which includes attendance of the entire three-day conference and the Conference Reception. Please note this does not include a ticket for the Gala Dinner and these are available to purchase for £95 for a single ticket or £850 for a table seating ten. Please book online at [www.bwea31.com](http://www.bwea31.com) using the code **Echo31**, or contact Ten Alps Live, either by phone +44 (0)20 7878 2484, or by email, [bwea@tenalpslive.com](mailto:bwea@tenalpslive.com).

## Conference Proceedings

The full conference proceedings will be published online after the event. We take audio recordings of presentations and questions posed. If you would prefer to submit an alternate version of your presentation, please let us know in advance of the event.

## Travel and Accommodation

ACC Liverpool (comprising the BT Convention Centre and the Echo Arena) is situated in the heart of Liverpool on the historic, world heritage waterfront.

The venue address is: Arena and Convention Centre Liverpool, Monarchs Quay, Liverpool, L3 4FP.

Liverpool is easy to access by train, bus, car or plane. Please visit the event website for full details.

We regret that we are unable to provide travel or accommodation for speakers. BWEA has negotiated special rates and reserved rooms in a variety of hotels close to ACC Liverpool and in the city centre, close by. To take advantage of these rates and to book online please visit [www.bwea31.com](http://www.bwea31.com) or contact The Mersey Partnership, tel. +44 (0)151 237 3938.

## Exhibition and Sponsorship Opportunities

If your organisation has not booked a stand at the largest dedicated wind, wave & tidal energy exhibition, there are just a few remaining. For further details visit [www.bwea31.com](http://www.bwea31.com) or contact Veronika Sucha to book ([v.sucha@bwea.com](mailto:v.sucha@bwea.com)) or call +44 (0)20 7901 3015. Sponsorship provides an excellent opportunity to promote your company's products and services. To view remaining opportunities please visit the event website or contact Helen Jones for details, +44 (0)20 7901 3014.

## Questions?

If you have any queries about any aspect of the event, please contact:

Helen Jones, Director of Events & Marketing on +44 (0)20 7901 3014 or email [h.jones@bwea.com](mailto:h.jones@bwea.com).

On site, contact Helen on +44 (0)7817 416 143.

We look forward to welcoming you to Liverpool for BWEA31 and would like to take this opportunity to thank you in advance for your time and effort in contributing to the success of the event.

**[www.bwea31.com](http://www.bwea31.com)**