



# AusMac2024

29 - 31 October Gold Coast Queensland

## Innovation Lounge Presenter Guidelines

### YOUR PRESENTATION

#### DEADLINE

Please upload your PPT Presentation to Cherono via this [link](#) by 5pm **Thursday 24 October**.

#### DURATION

**Please prepare a 15-minute presentation for the Innovation Lounge.** We will also allow an additional few minutes for questions at the end of your presentation.

Please take a moment to rehearse and time the presentation to ensure it fits within this timeframe. **No time extensions will be granted.**

The Innovation Lounge MC will let you know when you have 2 minutes remaining of your presentation.

#### Content/style

The Innovation Lounge will feature 12 'need-to-know' innovations in the macadamia landscape.

- Please make sure your presentation is relevant and targeted at growers and others in the industry rather than academic.
- Your presentation should outline your innovation/s, background (how and why it was developed etc), results/outcomes to date, plans for the future and how it benefits growers and/or industry. It should challenge views, reinforce best practice and/or promote new ideas and concepts to attendees.
- Please move to the focus of the session quickly.
- Handouts are encouraged and should be directly related to the topic of the presentation.
- If you wish to discuss the content of your presentation, have any questions or need some assistance in tailoring your key messages, please contact the AMS industry development manager **Leoni Kojetin** [leoni.kojetin@macadamias.org](mailto:leoni.kojetin@macadamias.org) / mobile: 0433 007 925.

#### **Presenter etiquette**

- This is not a sales pitch. Please avoid using the conference platform to excessively promote your company and its products or services.
- We appreciate that illness or some other event can sometimes result in you not being able to deliver the session. Under these circumstances, please inform Iceberg Events immediately so that we can organise a replacement.

#### Format

**PowerPoint: All speakers are required to use the AusMac2024 PowerPoint template provided.** PowerPoint presentations are required in 16:9 (widescreen) format. Please feel free to contact Iceberg Events should you require assistance with ensuring your presentation in this format.

**Video & internet:** Videos and/or web links must be embedded appropriately into presentations, rather than inputted as external links, and tested without internet connection prior to the presentation.

**Please bring your presentation with you on a USB stick as a backup.**

### Tips for creating your PowerPoint

#### **Body Text**

- Use a font that is easy to read. Arial, Verdana, or Calibri tend to be the easiest to read on screens
- Font should be no smaller than 18pt. Align text left. Centred text is harder to read
- Write in point form, not complete sentences
- Include 4-5 bullet points per slide
- Avoid wordiness and clutter: A headline, a few bullet points, maybe an image – anything more than that and you risk losing your audience
- Headings: Heading font should be bigger than your body text

#### **Colour**

- Put dark text on a white background. This is easiest to read. If you must use a dark background – for instance, if your company uses a standard template with a dark background – make sure your text is quite light (white, cream, or light grey) and increase the font size.

#### **Images, Charts and Diagrams**

- A chart, diagram or image can often convey much more to your audience than text
- Don't use low resolutions images as these can appear blurry on the screen
- Graphics are always well received and often paint a better description than words / bullet points.

#### **Slide Timing**

- Use 1-2 slides per minute of your presentation.

### Audio visual (AV) setup at the conference

Your presentation will be loaded onto the Conference Centre system prior to the event, and you will be provided with a 'clicker' to move through your slides on the day.

Standard equipment (i.e. stage, lectern, data projector and screen, and hand-held or headset microphone) are provided. If you need any additional equipment, **please let us know by Friday 4 October**. There will be an audio-visual technician in the room to assist with any last-minute technical checks.

All speakers, please make your way to the Innovation Lounge (inside the trade expo) during the meal break prior to your Innovation Lounge session so that events centre staff can fit your headset (if required) and/or answer any questions you may have. You are also welcome to test your

presentation during this time. If you have any questions or concerns, there will be AMS and AV staff on hand to assist you.

### **Social media and hashtags at AusMac2024**

We will be covering AusMac2024 via social media and invite you to participate now and during the conference.

We encourage you to post about the event on social media either before or during the conference and ask that you incorporate the official hashtag into your messaging: **#AusMac2024**

**LinkedIn and Facebook** will be the key platforms we are aiming to generate interest on. The motivation behind incorporating social media into this event is to raise the profile of the conference to a wider audience including industry, influencers and media; to build online content and chatter about the event, its products, partners and importance of the industry; and to utilise social platforms as a communication tool throughout the event.

### **Suggested social posts (pre-event)**

1. Excited to be heading to the Gold Coast to present in the Innovation Lounge at #AusMac2024, the premier event on the Australian macadamia industry calendar. Register now! <https://icebergevents.eventsair.com/ausmac24/>
2. Gain valuable insight and knowledge into the global macadamia industry at #AusMac2024. Key and emerging issues will be discussed and debated by a wide selection of industry experts. Not to be missed! <https://icebergevents.eventsair.com/ausmac24/>
3. Practical Information Sessions, a large Research Hub, Innovation Lounge, Trade & Machinery Expo plus industry networking are all on the program for #AusMac2024. Full details & tickets available here <https://icebergevents.eventsair.com/ausmac24/>
4. Not long now until the 2024 Macadamia Industry Conference at the Gold Coast Convention & Exhibition Centre. What a great excuse to head to the Gold Coast. Details here <https://icebergevents.eventsair.com/ausmac24/> #AusMac2024