



AusMac2024

29 - 31 October Gold Coast Queensland

Speaker Guidelines

YOUR PRESENTATION

DEADLINE

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

PRESENTATION CONTACTS & ASSISTANCE

By now, an AMS staff member will have contacted you to discuss your presentation. Below are the AMS contact details for each session; please feel free to contact us at any time in the lead up to the event.

AMS contacts

- **Leoni Kojetin**, Industry Development Manager, AMS leoni.kojetin@macadamias.org or mobile: 0433 007 925
- **Jacqui Price**, Marketing Manager, AMS, jacqui.price@macadamias.org or mobile: 0424 107 731
- **Clare Hamilton-Bate**, AMS CEO, clare.hamiltonbate@macadamias.org or mobile 0407 930 586.

Session contacts

Production sessions

- Leoni Kojetin, Industry Development Manager, AMS

Market Development sessions

- Jacqui Price, Marketing Manager, AMS

The Macro Economic Perspective session

- Clare Hamilton-Bate, AMS CEO

A Global Vision for Nuts and Macadamia Markets of the Future session

- Clare Hamilton-Bate, AMS CEO or Jacqui Price, Marketing Manager, AMS

Surviving and Thriving Macadamia Production session

- Leoni Kojetin, Industry Development Manager, AMS

Orchards of Yesterday, Today & Tomorrow session

- Leoni Kojetin, Industry Development Manager, AMS

Tools to Future Proof Macadamia Production session

- Clare Hamilton-Bate, AMS CEO or Leoni Kojetin, Industry Development Manager, AMS

The Great Debate: Macadamia Future Focus session

- Clare Hamilton-Bate, AMS CEO, Leoni Kojetin, Industry Development Manager, AMS or Jacqui Price, Marketing Manager, AMS

DURATION

Your allocated presentation time is contained in the program. **This time includes questions so please allow at least 3-4 minutes for questions.** In some instances, sessions are sponsored, in which case, please allow an additional 2-3 minutes for a sponsor speech at the beginning of the session.

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

There will be a timekeeper sitting in the front row of the room. The timekeeper will raise a 5-minute sign when you have 5 minutes remaining of your presentation and a 1-minute sign/bell when there is 1 minute to go. **The bell will sound again when your time is up.**

CONTENT/STYLE

- The AusMac audience will be predominantly growers, with a good mix of other industry representatives across the entire supply chain.
- Please ensure your presentation is:
 - relevant and targeted at growers and others in the industry rather than too academic
 - relaxed, relatively informal and flexible, and be ready for questions.
- Please move to the focus of the session quickly.
- Wherever possible, please utilise photos, graphs and videos to illustrate your key points and messages.

Presenter etiquette

- Please avoid using the conference platform to promote your company and its products or services.
- Please be careful not to go over the time available for your presentation. Speakers will be stopped regardless once they run over their allotted time.
- 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.
- If you have audio in your presentation, please ensure the audio levels are equal in volume level across the entire 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.

AV SET-UP AT AUSMAC

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 Tuesday 8 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 AV desk during the meal break prior to your 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 Iceberg Events and AV staff on hand to assist you.

SOCIAL MEDIA & HASHTAGS AT AUSMAC

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 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