



## Speaker Quick Reference Guide & Requirements

PMCA is a non-profit that serves the confectionery industry via education, research and training.

### Speaker Benefits

- Paper published in PMCA's world-class proceedings
- Complimentary registration for the entire PMCA Production Conference
- One night's accommodation at the Lancaster Marriott at Penn Square
- Paper publication in *Manufacturing Confectioner* magazine
- Significant recognition by peers in the global confectionery industry; conference attendance is typically 700-800 professionals from 10-15 different countries.
- The opportunity to contribute to the education of global confectionery professionals
- Eligible for the Marie Kelso Memorial Award, which includes \$1,000.00 cash award, distinctive timepiece, free trip to next year's conference and your name on a memorial plaque.

### Paper & Presentation Requirements, Deadlines & Key Points

1) Detailed Outline - by August 31, 2018

2) 1<sup>st</sup> Drafts of Written Paper & Slide Presentation (Power Point); BOTH Due **December 1, 2018**

3) FINAL/REVISED Written Paper & Slide Presentation; BOTH Due **March 15, 2019**

#### Written Paper

- Purpose is education (not commercial) so logos and trade names are not permitted.
- Committee review of both paper and slides usually results in requests for modification.
- Both an oral presentation with slides and a manuscript for publication are required for participation.
- The PMCA conference must be the first public presentation of the paper.
- The paper must cover the entire oral presentation, but can be longer to cover the topic in its entirety.
- PMCA proceedings are covered under copyright law, so sources should be clearly referenced.

#### Slide Presentation (Power Point)

- The average time allotted for presentations is 45 minutes; 35 minutes for the presentation and 10 minutes for audience Q&A. Speakers should confirm the allotted time with their PMCA liaison.
- The use of a company logo is limited to the first slide only (Title page).
- All or part of the oral presentation may be video and audio recorded during the conference and used in future PMCA materials.
- Format slides using **Microsoft Power Point**; Use a dark background with bright text (Avoid red).
- Use words sparingly on slides; **maximum** of seven words across and seven lines down.
- Font size must be **24 point** or greater, including charts & graphs. Do not use all capital letters.
- **Avoid script** fonts and do not mix more than two font types on a slide.
- Graphics, cartoons, animation and artwork will **enhance** your presentation.
- Photographs and images should be compressed to a file size of **10 megabytes or less**.
- Pie charts, bar graphs and diagrams illustrate data better than tables. Keep them **simple**.
- If the slides have many detailed charts/graphs, you may provide handouts (max 4 slide/page).
- Provide a summary slide of 3-4 key "**conclusions**" from the presentation.
- Please develop **2-3 questions** to be submitted to the moderator to start the Q&A discussion.