

## ATTACHMENT C

### (GUIDELINES FOR THE SPONSOR AND FOR THE SPONSOR'S WORKSHOP)

NB: These guidelines are intended for the speakers of the sponsoring companies and / or the organizers of the workshops of the sponsoring companies

#### **Guideline for the sponsors' speaker:**

##### ○ **Sponsor's Presentation**

If agreed in the sponsorship package, the sponsor has the opportunity to make a presentation at one of the sessions of the program. The session must be chosen on the same general topic of the theme foreseen by the sponsor in his presentation, it must be regarded as an opportunity to share the company experiences and its leadership on the topic. It is not a sales opportunity for the sponsor. Participants appreciate more value from the presentations that summarize specific projects and lessons learned or represent the sponsor's strategy and provide an example of genuine thought leadership. It is strongly recommended to the sponsor's company to associate its presentation with a city presentation of a success stories of a project made by city level. Participants are generally uncomfortable with presentations that include references to products or services; their inclusion is counterproductive from the point of view of the sponsor.

##### ○ **Sponsor's Workshop**

If it is envisaged in the sponsorship package, the sponsor has the opportunity to make a workshop. The workshop is an opportunity to develop a deeper discussion and establish a relationship with the delegates. It is stressed that it is the responsibility of the sponsor to attract delegates to the workshop session; nor Major Cities of Europe, neither the host city have any liability other than giving access to the sponsor to the list of participants. The sponsor should consider, therefore, to address the delegates specific calls and / or assess how the workshop can further be advertised in a way that it makes appealing to the participants.

##### ○ **Duration of the presentation of the sponsor:**

The presentation should not exceed 20 minutes unless an agreement has been made for a different duration. During the presentation the remaining time is shown to the speaker on the presentation screen. Most of the sessions will also have time for a round table for all the speakers and other participants at the end of the session.

##### ○ **Q & A and panel discussion:**

To investigate further a specific topic of the presentation of the speaker, the speaker should agree with the chairman / moderator of the session that after the presentation or during the final round table, if any he / she addresses the specific topic highlighted by the speaker The speaker should leave time for questions from the participants.

##### ○ **Slides of the presentation:**

In general, it is recommended to calculate a duration of one slide for one / two-minute minimum. If the speaker may wish to send to the organization of the conference MCE a broader and more detailed version of the presentation it will be published on the MCE conference website.

It is advised to:

- use font sizes easy to read - at least 20 points or larger;
- use clear images to explain the topic;
- highlight key points briefly;
- keep diagrams simple and readable.
- avoid or animations if possible.

If the presentation requires more than Acrobat PDF or MS PowerPoint (such as an Internet connection, video or audio) please inform the organization of the conference

##### ○ **The summary of the presentation, the CV of the speaker, his / her high-resolution photos, e-mail and mobile phone number must be sent to the organization of the conference MCE no later than March 15th.**

Particularly:

- a brief curriculum vitae in English with no more than 70 words

- the title of the presentation in English, the shortest possible to fit well to the printed program
- an abstract of the presentation in English with no more than 130 words
- a recent photo in high resolution JPEG format

In the event that there will be a second speaker within the 20 minutes allocated for the overall presentation the curriculum vitae and the photo of the second speaker must also be sent

### **The presentations and the above indicated documents must be written in English**

The organisation of the MCE conference will prepare a document containing the abstracts of profiles and presentations of the speakers. These will be made available to the participants of the MCE conference.

- o **The presentation should be sent to the organization of the conference and the MCE chairman / moderator of the session no later than April 30th.**
- o **The presentations will be uploaded to the conference PC :**

The organization of the conference will collect all the presentations and will upload them on the MCE Conference PC. The software used are MS PowerPoint or Acrobat PDF.

- o **The speaker should also bring a copy of the presentation on a USB memory as a backup.**
- o **Registration to the conference:**  
The speaker must register as a "speaker" - register free - at [www.majorcities.eu](http://www.majorcities.eu) in the section dedicated to the MCE conference 2016
- o **Hotel reservation:**

The speakers should book their hotel as soon as possible to make sure that they get a room close to the MCE Conference venue. On the MCE website in the section dedicated to the conference a list of hotels close to the conference will be published.