

WEB SESSIONS

Briefing for web session speakers (exhibitors)



Messe
Düsseldorf

» **We're delighted,** that you have chosen the web sessions offer! You will reach your customers worldwide regardless of their location and also speak to your leads personally and in real time.

We are providing you with the following tips and advices for carrying out the **live web session** so that your remote presentation will be complete **successfull.**

HOW SHOULD MY CONFERENCE PRESENTATION LOOK LIKE?

› Language

Please preferably give your web session in English and also prepare your slides in English (even if you speak German during the presentation). You will reach a larger audience.

› Format

The presentation has to be created in the 16:9 format.

› Presentation

Use images, graphics or short videos and try to reduce words or numbers. A lot of text and numbers can be distracting for the audience. Images and graphics make a significantly better impression.

› Content structure

Allow interaction with the audience. Where appropriate, give the audience an opportunity at the end of the presentation to ask questions.



WHAT STEPS DO I NEED TO TAKE AS A SPEAKER BEFORE THE WEB SESSION?

- › **After signing the contract** send us all necessary information about your web session as soon as possible. Our media partner will send you forms that will allow us to collect the necessary information.
- › **Technical trial/test**
Before the live date of your web session, an employee of our service partner “The Hackathon Company” will contact you to discuss and test the process with you.
- › **On the day of the web session**, the Zoom meeting will start 20 minutes before the go-live. Please be ready for the recording 20 minutes beforehand. You will receive a reminder by email shortly before the start.



WHAT IS IMPORTANT AND SHOULD BE KEPT IN MIND WHEN DELIVERING A WEB SESSION?



› Internet connection

The bandwidth must be at least 1.2 Mb/s during downloading, otherwise a satisfactory quality cannot be ensured.

› Camera

The camera should have a resolution of 1,280x720 pixels. Set up the camera at eye level. If possible, give your presentation standing up.

› Light

Make sure that you are properly illuminated (e.g. try not to be in a shadow position). Avoid sunlight on the walls behind you.

› Rear wall

Pay attention to how the space behind you is organised (pictures or books on the wall, plants, wallpaper, etc.). Make sure that no sensitive information (personnel planning, budgets, internal memos, etc.) can be seen on the wall.

› Microphone

A separate microphone or headset provides the best voice transmission; you can also use the microphone on your computer/notebook.





- › **Further information** on the system requirements can be found at <https://support.zoom.us/hc/en-us/articles/201362023-System-requirements-for-Windows-macOS-and-Linux>.
- › **Mouse/keyboard**
The mouse/keyboard should be within reach so that you can easily navigate through the presentation.
- › **Disturbances**
Avoid disturbing noises in your surrounding area (mobile phone & telephone, dogs, vacuum cleaner, lawn mower, etc.) and make people in your vicinity aware of your recording. Close doors if necessary.
- › **Water**
If you wish, have a glass of water ready nearby.
- › **Clothing**
Please wear clothing that is appropriate for the event.