SPEAKER KIT

We are delighted to welcome you aboard as a speaker at the IATA Legal Symposium 2012; to be held at The Gran Melia Hotel in the Pudong area of Shanghai, China from the 5 – 7 February 2012.

Please take a moment to read through this Speaker Kit as it contains important information regarding your participation and several items require your timely response.

REGISTRATION & TRAVEL INFORMATION

REGISTRATION

As a speaker, you can register to attend the conference on a complimentary basis. Please follow these instructions for easy online registration:

Step 1: Go to the Legal Symposium online registration page: [https://ems.resrunner.com/IATA_Legal](https://ems.resrunner.com/IATA_Legal)

Step 2: Select the Attendee Type of “Speaker” and enter the Discount Code: LS2012SPEAK

Step 3: Complete the online registration process as prompted. Please note that the information you will provide will be used in our final on site program distributed to Legal Symposium Delegates.

DEADLINE: Tuesday, January 10th

HOTEL ACCOMODATIONS

A special Conference Room Rate is available for all delegates at The Gran Melia Shanghai Hotel, Single/Double occupancy for ¥950 with complimentary internet, excluding taxes and/or hotel fees. You can reserve your room at The Gran Melia through the event registration site listed above. Please note that changes and/or cancellations are possible at no charge until 5 days prior to your arrival. Kindly note that you will be required to provide credit card details in this section. This is required to guarantee your room reservation.

DEADLINE: Please be sure to book your hotel room by Tuesday, 10 January to secure the group rate.

VISA INFORMATION

For information regarding a Visa as it relates to you, please visit the [IATA TravelCentre](https://www.iata.org/travelcentre/).

PRELIMINARY PROGRAM

The preliminary program can be found [here](https://www.iata.org/event/) on the IATA event website

CHECK LIST & DUE DATES

Please submit all required materials electronically to [jill.schaefer@worldtek.com](mailto:jill.schaefer@worldtek.com) by the set deadline:

- **Biography**
  - In Word format
  - Maximum of 150 words in plain text (rather than curriculum vitae format)
  - The biography will be posted online and distributed to all the attendees in advance of the conference to announce your participation
  - **DEADLINE: Friday, January 13th**

- **Digital Photograph**
  - In JPEG or .GIF format (low resolution)
  - The photograph will be integrated with your biography and posted on the event website in advance of the conference
  - **DEADLINE: Friday, January 13th**
Thank you for agreeing to speak at the IATA Legal Symposium 2011. We value your contribution to the event and want to do everything possible to assist you in an effective and successful presentation to the group. Based on experience in past meetings, IATA has developed the following Speaker Guidelines.

Your audience:
- Participants representing senior security and facilitation professionals from the world’s airlines, airports, governments, law enforcement, customs, immigration, equipment manufacturers and service providers.
- Comes from many nationalities and backgrounds – the majority are not mother-tongue English speakers.

Your presentation should respect the following points to be well-received by the audience:
- Use simple, straightforward language whenever possible.
- Avoid slang or regional expressions.
- Explain any unfamiliar terms, acronyms or jargon.
- Limit the amount of material to be covered.
- Respect the timing allocated to your presentation.
- Rehearse your presentation to ensure it can be delivered within the scheduled time.
- Tailor your material to the audience. Highlight the practical value and application of the material for them.

Visual aids help the audience comprehend your message (if applicable):
- Use background and font colors that provide a strong contrast between dark and light colors for legibility.
- Ensure all text is at least 20 point type or larger.
- Max of 6 bullets per slide.
- Avoid to overload slides - Simple is powerful!
- The IATA team will review your slides and recommend changes if necessary to ensure legibility.

Delivery is important:
- Speak slowly and clearly – think of those in the audience who have English as a second language.
- Express yourself with enthusiasm. Animate delivery, when appropriate.
- Avoid reading your slides.
- Bullet points should be short with the purpose to represent ideas, guiding points.
- Avoid writing everything on the slides.
- Don’t pitch your product, promote your company or trash your competition. The biggest complaint from attendees is that speakers spent the whole session hawking their wares instead of educating their audience.

At the meeting:
- Review of your slides and familiarization with the audio/visual arrangements is recommended on site.
- The IATA team will co-ordinate a mutually convenient time for your run-through if necessary.

Website:
- Presentations and reports from the meeting are normally posted on the IATA website following the meeting.
- Printed copies are provided only upon special request.

Anti-trust/competition law review requirements:
- Legal Symposium does not have any exemption from anti-trust regulations or competition law.
- Due to the presence of buyers and sellers, strict policies and procedures are in place to avoid any infraction of anti-trust regulations or competition law.
- ALL presentations at the must be pre-cleared in advance by IATA counsel to avoid any possible violations.