ANGELBEAT PRESENTATION GUIDELINES

Each Angelbeat speaker must follow these guidelines, which were created by attendees – senior IT Professionals who are your customers and prospects – describing what they expect from your presentation. By following them, you will receive very positive responses, getting you the best post-event results and the largest number of leads/follow-up requests.

Click here https://youtu.be/qOK8fAXfQB0 to listen to Angelbeat CEO Ron Gerber's recommendations on how to maximize your speaking opportunity and generate the best possible, post-event results.

ATTENDEE INSIGHTS:
"It is the "meat" of the presentations that determines the success or failure of Angelbeat conferences".

"Not a single person cares about how wonderful you think your company is or how highly rated you are in a Gartner magic quadrant, for which you paid $50,000 to appear. What they really care about is their problems, their issues at work, and how you can help solve those issues."

"If you want to rise above the rest of the BOSS (buy our $*&# seminars) keep in mind that most people are there to learn new things, technologies, tricks, etc. If I want a marketing show I will just call the vendors and have them show up. I don't need to waste a business day on unsolicited sales pitches."

"If the speakers only uses the word 'we' or 'I', and keeps talking in the first person about what they do – and not talking in the third person about what matters to me – then they are wasting my time."

KEEP IN MIND WHY THE AUDIENCE IS THERE:
IT Professionals return to Angelbeat year after year because they know they will be presented with useful information. As you can discern from the above insights, the best presentations focus on solutions, practical recommendations, present-day technology innovations, case studies that illustrate deployment scenarios/architecture on top of existing products that aren't rip-and-replace, recent industry trends, etc. which relate to the IT infrastructure of attendees' organizations.

The more you sell to them, the less they will buy from you.

PRESENTER STYLE:
The attendees expect a speaker who is engaging, passionate, technically-savvy and excited about your product/service. Some specific recommendations include:

- Do not read the slides nor rely upon or use handwritten notes. Know your presentation content in advance.
- Maintain eye contact with the audience, not the screen.
- Practice your talk in advance. You can rehearse your presentation in the actual event space, either the night before or at 6:30 am on the day of the show; just schedule with Angelbeat.

AUDIENCE INTERACTION:
Angelbeat advises against asking open-ended questions to the audience. You may lose control of the content, plus waste a portion of your valuable and limited presentation time. Instead, ask yes-or-no questions that can be answered by attendees raising their hands. Remember however, that attendees may not want to even answer the question, so be very careful not to make judgments based on the visual responses.

BUILDING A BETTER PRESENTATION:
Incorporating educational content and vendor-neutral information at the start/middle, then concluding with a summary on how your products address general issues plus case study examples/call-to-action recommendations is the best and proven approach. Live demo's that illustrate how your technology works are generally well-received.

1-2 company overview slides, either at the end or beginning, is appropriate but not more. **After completing your presentation you should re-review and see if one of your competitors can deliver the first 1/3, if not ½, of your deck. If the answer is yes then your presentation is definitely ready.**

There is a caveat to this premise however, which depends on the size of your organization. If you are the proverbial "800 pound gorilla" within your segment of the IT industry, then attendees do want to know about your latest product offerings and the benefits of new features and enhancements. After all these products and services do, by default, establish trends within the broader IT industry that affects every attendee. For instance, attendees want to hear about Microsoft's most recent Windows release (not a generic talk on desktop software), Amazon's or Google's cloud-based enterprise solutions

that leverage its ecommerce/search/data center expertise (not a generic talk on the cloud), VMware's latest cloud/infrastructure/virtualization platform (not a generic talk on data center design), etc.

Given relatively short speaking times per organization you should not feel compelled to address every single facet of your company's offerings. It is better to go in depth on one or two distinctive issues. Remember that you can create a more comprehensive powerpoint deck for post-event downloading from angelbeat.com, as well discuss your full offerings at exhibit tables during breaks.

PRESENTATION FORMAT:
All presentations must be in either 16:9 or 4:3 format, to ensure proper playback at the event. This is VERY important. The format can be verified by going to the Design, then Page Layout tabs on powerpoint.

If you cannot follow one of these formats, then you can still use your own laptop, though swapping laptops back-and-forth will take 30-40 seconds away from your talk time. You must however, pre-test your laptop with the Angelbeat LCD projector, no later than 7:00 am on the morning of the show, to ensure perfect playback.

If you want to do a "white board" type of presentation, then the best way to do this is to use your tablet with a touchscreen stylus, connect the tablet to the projector, and draw on the tablet, which will then be displayed on the screen, for all to see. A traditional white board talk, using a marker and paper on a clip chart, does not work because attendees will not be able to see your writings.

VIDEOS
Videos any longer than ~90 seconds are NOT recommended at Angelbeat. Attendees are coming to hear live comments and insights from subject matter experts, not watching youtube videos that can be accessed from their office.

INTERNET ACCESS FOR AUDIO, VIDEOS & ONLINE CONTENT
While there is generally WiFi access at Angelbeat, speakers should not depend upon nor use Internet access during their presentation. It may not work. Instead all files required for your presentation must be preloaded (on either the Angelbeat laptop or your own), to ensure perfect playback with no connectivity.

Many live demo's do require Internet access, and most of the time this works fine. But not always. Under this scenario, you should still have a cached version of this live demo stored on your laptop.

AUDIO-VISUAL LOGISTICS
A wireless handheld clicker is provided so you can advance the slides from the Angelbeat laptop, without being directly in front of the laptop.

The Angelbeat laptop is connected to the hotel's sound system, so audio from video or embedded sound clips within your presentation can be broadcast and heard by the audience.

Most if not all presentations are pre-loaded and delivered from the Angelbeat laptop, that is connected to the Angelbeat LCD projector. All presenters should verify and confirm preloaded presentation content with Angelbeat, at 7:00 AM on the day of the event. Angelbeat has to coordinate many different presentations and it is important that the speaker doublechecks Angelbeat's own efforts. Minor changes to presentations, even on the day of the event, can be handled by the speaker saving the latest file on a USB stick, then bringing this USB stick to the event no later than 7:00 AM. Then Angelbeat staff will copy the new presentation file onto the Angelbeat laptop, for correct playback later that day.

If you are using your own laptop, then you will need to bring your own cable to connect your laptop to the projector, which accepts either VGA or HDMI inputs.

All presentations should be emailed to rgerber@angelbeat.com no later than one week before the event.