



## Thank you in advance for speaking at this year's CREATE!

Speaking during CREATE is a unique opportunity, and we hope you find the experience as enjoyable as the attendees will find your presentation valuable. To help ensure your session is a success, please review the following information and guidelines we have found to be beneficial.

### Event Synopsis

Restaurants face unprecedented challenges and opportunities in today's dynamic market. CREATE is the definitive destination for growth-minded restaurateurs ready to take their businesses to the next level. The restaurant landscape is evolving rapidly, so having the right tools and expertise is critical to the success of our attendees' businesses. Innovation forums at CREATE are designed to share the latest culinary innovations, hot topics in foodservice, and powerful messages designed to spark inventive ideas that will transform your restaurant operation.

### No Sales Pitches

- The audience is there for educational purposes, not to be "pitched to."
  - Avoid including your company name in session titles or descriptions. This immediately signals a sales presentation to attendees and reduces engagement. Your company will receive prominent marketing exposure on our event website, app, and printed signage.
- The best thing for attendees and, most importantly, your organization is to use this speaking opportunity as a chance to showcase your expertise.
- If you turn the session into a sales pitch for your company's product and/or service, you will likely see lower attendance and receive negative ratings from the audience.
- A team from CREATE will review all submitted content and provide feedback, if necessary, relevant to keeping these sessions led by thoughtful leadership and educational content.

### Content Development

- Presentations should be original material that will provide operators with the latest trends and solutions to succeed and grow their business.
- Plan to provide valuable industry information with direct application for any attendee.
- Case studies and operator/retailer testimonials are encouraged.
- Strongly consider soliciting operator involvement in developing content and participation for your session. If you need help recruiting an operator(s) to speak on your panel, please ask us.
- Research-based information is always welcome as are private research studies and experiences. Be sure to provide data sources.
- If you represent a manufacturer or supplier, the use of outside, third-party consultants that can

help remove any commercial aspect is always desired.

- Please be sensitive with the use of brands and logos to avoid competitive references. All presentations are due to Jessi Manning prior to the event for review.

### **Example Panel Outline:**

- **General Topic:** Restaurant Mobile Apps
- **Panel Examples:**
  - Moderator: Speaker from sponsor's company
  - Operator: Sponsor customer and what they are looking for in their mobile app strategy (lead generation, customer loyalty, mobile ordering, etc.)
  - Operator: Sponsor customer from a different sector
  - Data Expert: Case studies, research, etc.
- **Agenda:** 5 minutes per panel member introduction, as well as slides or visual aids; 15-minute predefined Q&A w/moderator and panelist; 10-minute open Q&A with audience
  - Q&A ideas: What works, what doesn't, what are retailers still struggling with?
  - Moderator questions to the audience to spur conversation.

### **Presentation Tips**

- Use of PowerPoint template provided by CREATE is preferred but not mandatory and can be found in the Session Resource Center.
- If you're a Keynote user, please use the .png formatted image to ensure consistent branding.
- Keep slides simple and easy to read. The standard rule of PowerPoint is three lines per slide.
- Wear a lapel or shirt/jacket with collar for clipping of wireless microphone. The wireless lavalier microphone also requires a belt or waistband to secure the battery pack.
- Don't forget to rehearse! Preparation shows your respect for the audience and your command of the material and will help avoid presentation pitfalls. Please also be sensitive to session start and stop times.

### **Logistics**

- Your session is 30 minutes total including introduction, presentation, and self-moderated Q&A.
- The room will be available for setup/rehearsal 30-60 minutes prior to session, depending on session timing.
- Provided audio-visual equipment: podium, projector, screen, wireless slide advancer, speakers for audio, wireless microphone(s).
- **Please note: Speaker must provide own laptop to drive the PowerPoint/Keynote presentation (If your laptop does not have an HDMI port, please bring an HDMI compatible connector).**
- Please request any special audio-visual needs for your presentation in advance using the Session Management Form – we cannot guarantee requests received after this has come past due.
- Attendees will appreciate receiving a copy of your presentation post-conference in a .PDF format. However, we also respect proprietary material, so please indicate if we may release your presentation within the Session Management Form.
- Your slide presentation is due in its FINAL version no later than the Friday prior to the start of the event. Please reference your Sponsorship Checklist for all appropriate deadlines.

**Above all, have fun and enjoy the conference. Feel free to contact us with questions!**