

LOGISTICS ASSOCIATION OF AUSTRALIA Ltd

Speaker Presentation Guidelines

1. A primary objective of the *Logistics Association of Australia* is to raise awareness of supply chain management issues and trends and encourage public discussion. Reflecting this, LAA activities include regular presentations by invited speakers to members and non-members.
2. Speakers are asked to observe the following guidelines:
 - share information in operational or strategic supply chain trends or issues. Presentations are preferred from supply chain operators with a bias toward case studies.
 - refrain from 'selling' their own organisation, related organisations or specific products or services. Presentations will be accepted from suppliers and consultants where the content is either a specific case study with clear business case communication (preferably with client participation in presentation), or sharing of knowledge, research or analysis relevant to the supply chain/logistics sector. Presentations relating to Products and or Services to be presented as a 'Generic Presentation'. In only exceptional circumstances will the committee accept presentations which relate to specific products or services of the presenter's organisation.
 - limit presentations to approximately 20-30 minutes of which 5-10 minutes should be allowed for questions.
3. Where possible, presentations should include audio visual aids such as data projector, overhead projector, etc. A focus on communicating not more than 10 main points during the presentation is suggested rather than a lecture format.
4. Dinner and breakfast meetings are normally attended by a diverse audience, including senior management, and it is suggested that a lounge suit & tie be worn.
5. Unless with the LAA's prior consent, speakers or related organisations should refrain from:
 - distributing commercial material that is not directly related to the presentation
 - decorating the venue with banners, logo's or other promotional material
6. Speakers are not paid for presentations, however travel expenses to attend may be paid upon application.
7. Speakers will be introduced by a *master of ceremonies* prior to commencing. At the conclusion, the MC will thank the speaker before inviting questions from the audience.

Logistics Association of Australia Limited ABN 27 003 147 082
PO Box 1265 Parramatta NSW 2124 Tel 02 9635 3422 Fax 02 96353 466 Email admin@laa.asn.au

www.laa.asn.au

