



Presentation Guidebook IT Roadmap Conference & Expo

Thank you for participating in Network World's IT Roadmap Conference & Expo. Your presentation is a key component of the content for this event. The format focuses on case studies - attendees want to see how your technology solutions have worked in the real world. The following guidelines outline how to make the most of your presentation, and what requirements are necessary to produce a quality presentation that will resonate with Network World.

Step 1

Please read this document in its entirety.

- Part I - Content Overview
- Part II - Presentation Technical Guidelines

Step 2

Please make sure that you have had the opportunity to review your content with the moderator of the event before submitting your final presentation. The analyst contact information can be at <http://www.networkworld.com/events/handbook07/contact.php>. The analyst will also contact you to set up a conference call to discuss content.

Step 3

Important Deadline: Please be sure you are aware of deadlines to submit your presentation. There are 2 deadlines. The deadline to submit your draft presentation to the analyst for content review is at least 5 weeks prior to the date of the event. All final reviewed presentations have to be submitted to Karen Bornstein three weeks prior to the event. Exact deadlines for each city are listed in this handbook.

We look forward to a successful event!

Thank you,

Karen Bornstein
Account Executive, Events
Network World Events and Executive Forums

Part I - Content Vision

Your presentation is an opportunity to educate attendees about critical new technologies and what they can do for users. To do that, you'll want to do three things:

- 1) Describe the significant technology and its major issues and trends, and highlight the benefit it has for users in general (technology overview)
- 2) Show how the technology has gone to work helping specific real-world users in real-life situations (case studies)
- 3) Emphasize the critical points and actionable "takeaway items" for attendees (summary)

In other words, this is your chance to give attendees some hard-hitting information they can really use about new technologies and the tangible benefits they can see from them.

To make this happen, we've developed a new format for presenting sponsors. Here's how it works.

Each presentation runs for 15 minutes, which means presenters should plan to speak to about 12 slides. These slides should focus on technology trends and issues and provide detailed case studies of your solution at work in actual customer locations (the customers can of course remain anonymous). Presenters can also include 2-3 "nonspeaking slides" that include details on your product, solution, and company.

The format looks like this:

Agenda Slide (One slide). This is an agenda slide, reviewing the topics and issues you'll be addressing. This should be no more than one slide containing a concise list of bullet items illustrating the topics you'll be covering, in the order you plan to cover them.

Technology Overview: Trends and Issues: 3-4 (three to four) slides. This is where you set the context around your particular technology/product/solution, highlight the user problems it's designed to solve, and discuss key technology trends, specifications, and innovations that enable better performance, greater capacity, more feature/functionality and lower cost.

A good approach here is to start by discussing the user issues that are driving the need for your technology (lack of bandwidth? Cost and complexity of integrating heterogeneous systems? lack of performance?). Then discuss and describe the technical advances that make your solution possible (covering both your proprietary technologies and industry specifications). Then describe the impact that your solution is having on customers who deploy it.

Along the way, make sure you highlight critical issues and topics. If there are standards that are critical, describe and define those standards and give attendees an update on their status. If industry trade organizations are making progress in advancing the technology, mention them (and provide URLs).

You're free to structure the technology section pretty much as you wish. Keep in mind that our audiences tend to be technical, so don't shy away from details. They'd rather hear a concise summary of a technical specification, and why it's important, than a high-level hand-wavey explanation. Include network diagrams with end-to-end "packet paths", if appropriate. Details are good, so long as they're relevant.

Try to avoid loading up with market and research statistics. Your keynote speakers will usually set the stage regarding overall market demand for technologies in your area, so you won't need to waste time duplicating the message. Instead, spend your time focusing on the technical issues and solutions.

Please don't make this into a product pitch: Talk about VOIP technology, not the MDX 5234 IP Telephony Switch. Discuss bandwidth optimization, not the ACME 3344 Packet Compressor. You'll have space to provide some product information at the end (along with marketing collateral).

You may make this section slightly longer (if you elect to include only one case study). Try not to go over six slides. The emphasis of this event is showing attendees how they can make these technologies work for them--in other words, the case studies.

First Case Study: 2-3 (two to three) slides. This is where you should really plan to "talk turkey". All these architectures, specs, and speeds and feeds are great, but what are they really *doing* for users? In this section you'll flesh out the points you made earlier about how your new technology is helping customers save money or operate more effectively. You'll provide details and specifics, and show attendees precisely what steps companies just like them have taken to reap the rewards of these new technologies. Diagrams and artwork are often helpful here. Plan to create a narrative; literally, "Tell the story" of how these new technologies have gone to work: Once upon a time, there was a customer with a problem. After wrestling with the dragons of inferior technology, pressing business problems, uncaring bosses and inept suppliers, the customer uncovered the secret of this new technology, implemented it, and lived happily ever after.

Don't shy away from the ugly stuff: It makes your presentation more credible if you detail the challenges your client overcame in implementing the new technology. The more realistic, the better. And of course, you should use real-world case studies, not composites or manufactured examples--even if you need to keep the company's name and identifying details confidential.

Second Case Study: 2-3 (two to three) slides. Same as above, but try to select a company from a different vertical industry, or with a radically different challenge or problem. You may elect to do just one case study. That's fine--make it a little longer (4-5 slides at least) and use the rest of the time to discuss tech trends up front.

Summary and Conclusions: (One slide). Once you've finished with the presentation, you should sum up the key points in 3-5 bullets. Make sure these are actionable items, and don't restate new information here.

Please note that there's some flexibility (but not complete flexibility). The agenda and summary slides are mandatory--please be sure to include them. You should lead with a technology

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overview, and follow with one or two case studies. You may elect to include just one case study instead of two. That's fine--you can plan to spend the extra time on the Technology Overview and on making your single case study more in-depth and detailed. But please plan to spend a **minimum** of three slides discussing the technology, and a **minimum** of two slides on each case study (more if there's only one). As noted, your total "speaking slide" count should be 12 (counting the agenda and summary slides).

You may also decide to include some product-specific information in 2-3 slides in the Appendix. You won't be speaking to these slides; they're there for reference, and to provide attendees with insight into your company's background, solution portfolio, and capabilities. Please make sure your total slide count is no more than 15.

Part II - Presentation Technical Guidelines

Your final presentation is posted on our Online Resource Guide so audience member can view. Please make sure your final laptop version of your presentation is accurate, including animation, layout & content. Your presentation is pre-loaded onto a Network World presentation laptop prior to the start of the tour. All presentations will be merged into one large sponsor PowerPoint presentation.

Your presentation is used in two formats.

- Projected onto a large screen to enhance your presentation to the attendees
- Posted on the Online resource guide.

Be aware that what looks good on screen does not always translate in the same way to the printed page and we won't have time to alter your presentation. Please keep this in mind when creating it. Attendees will be printing copies of your presentation from the Online resource guide.

***Case Study Format:** All presenting sponsors are required to submit a case study as the focus of their presentation. Attendees gain a better understanding of the technology if they see how a peer used it to improve their business processes. Make sure you give enough detail so that the audience can relate and understand the issue and your solution. Please read the detailed outline in the content overview. (Part I)

***A pure sales pitch is not allowed:** However, you may devote 2-3 slides that are product focused at the end of your presentation in your appendix.

***Limit your slides** You are limited to no more than 15 slides. **12 of the slides should be content** for your presentation and 3 slides can be devoted to the product appendix. (for reference only) If you exceed this number, you risk having your speaker skip slides to finish the presentation in the allotted time.

***DO NOT use eye charts or put multiple layers in your presentations:** Make your slides clear so that they are easily viewed from the back of a ballroom as well as easily read in a printout. Trying to pour too much into a slide will just frustrate the speaker and the audience.

Adding files and edits at the event on site are not allowed

Network World does not allow adding files to the combined sponsor power point presentation on site. We cannot change the format of the combined sponsor presentation due to the potential of corrupting the file.

Fonts

Limit your font to Arial.

Text and Bullets

Use the preset fonts as presented in this template. This presentation will be projected onto a large screen so there is no need to enlarge the font sizes.

If the title of any given slide is too long to fit on one line, please change the font size accordingly.

Use preset bullets as presented in this template. We recommend using only three levels of bullets as shown on the Sample Bullet Slide within the template.

Avoid using too many bullets on one slide. It is confusing and tiring on the eyes of your viewers.

Remain within the allotted space with your text and bullets.

Graphics

We encourage you to use graphics, but you must remain within the allotted space (dotted box).

Do not override the Network World logo with any graphic in the template.

Although there are a number of different enhancement tools on the market for PowerPoint we might not have access to the same software. Please make sure your presentation is compatible with Windows XP.

IMPORTANT: Let us know in advance if you have any flash inclusions or special animation. We may not be able to support these features but will work with you to best accommodate them.

Place your logo in the lower right hand corner and size it to approximately the same size as the Network World logo located on the lower left hand corner on each slide.

Please note that your logo is **NOT** part of the template, but a part of the slide and will have to be **copied and pasted into each slide** you create. **Do not place your logo into the Master slide.**

Please do not have graphics and/or text overlap your logo and/or the Network World logo on the bottom corners of each slide. If your graphics cover either logo, they will have to be removed or moved or relocated on each slide.

Group all layered graphics for easy manipulation.

To ensure quality, Use graphics that will reproduce correctly (EPS/vector based or a resolution of 300 dpi for bitmapped images). Low resolution images, such as images pulled off the Web, will look grainy or out of focus.

For Printing Purposes:

Keep size of presentation for printing limited to no more than 10MG.
 Always double-check your presentation by printing each slide in black and white.
 Double-check that all graphics and text are legible and visible on the printed page.

Send two copies of your presentation. One with animation for projecting onto a screen and one stripped of all animation for printing purposes.

Submit two files and name one "companynamersourceguide" and the other "companynamelaptop".

Make sure that you have had the opportunity to review your content with the keynote speaker/moderator of the event before submitting your final presentation.

To Apply the NW Template to an Existing Presentation:

1. Open your existing presentation.
2. Click on VIEW, MASTER, SLIDE MASTER.
3. Click on FORMAT, APPLY DESIGN.
4. You will then get a pop-up box asking you to locate the NW Template file. Click on the file name and click APPLY.
5. You will get a message saying that charts are being updated with new color scheme.
6. Click on VIEW, SLIDE to exit the Master Slide.
7. You should now go through each slide and re-apply each slide format in order to follow the new template. To do this, click on FORMAT, SLIDE LAYOUT. The existing slide layout box will be highlighted, click REAPPLY. This will update your slide and apply the attributes of the new template. Items may shift somewhat on your slide so you may need to move things around a little to get the look you want.
8. PLEASE NOTE: If you do not have your slides set up in SLIDE LAYOUT format, then the template will not apply the new attributes to your presentation.

To Create a New Presentation using the NW Template:

Open a blank presentation.
 Follow steps 2-6 above.

Now just create your new slides and all the attributes of the NW Template will apply to your new slides.

Please contact **Christina Spano** for any additional technical PowerPoint questions. She can be reached at cspano@nww.com and her direct phone number is 508-490-6522.