

July 2 - 4, London, UK

Presentation Guidelines

Dear ICORIA Presenter,

We will allow presenters **15 minutes for presentations**, followed by 5 minutes of discussion for each paper. We would appreciate if you could respect these timings when preparing your presentation.

In keeping with this year's conference theme "**Bridging the Gap**", which aspires to narrow the gap between advertising academia and practice all presenters are requested to include a slide with the implications of their research for practice.

All rooms will be equipped with a standard PC and LCD projector. All PCs will be running on **Windows 7** and have **Microsoft Office 2010** installed on them.

To ensure that presentations are not delayed, we request you to refrain from bringing your own laptops into the session because we can only provide support on our own equipment.

You are requested to save your PowerPoint presentations on to a USB memory stick (Mac users: please make sure you have saved the presentation in a compatible format). We also advise that you make an extra copy on another USB memory stick and/or on Dropbox as a back-up.

We also request you to **arrive at your session 10 minutes prior** to the start of the session. This will allow enough time to resolve any issues and help prevent delays with regard to the start of the session.

Again, we would appreciate it if you could you prepare your PowerPoint presentation to meet the time allowance allocated to you in your session.

Many thanks

