

## Speaker Briefing

### Live performance at the interzum Trend Stage 2023 in Cologne + digital afterwards



#### All deadlines at a glance:

Speaker Online Form: 24.02.2023

Teaser (Video): 24.02.2023 to Koelnmesse, Uploadlink (see technical requirements teaser)

Speaker agreement: 07.04.2023 to [katrin.de.louw@trendfilter.net](mailto:katrin.de.louw@trendfilter.net)

Delivery Presentation Lecture for your live performance: 24.04.2023 to Koelnmesse , Upload link (see technology lecture stage)

#### Language:

English (German also possible by arrangement)

#### Length contribution live performance in Cologne:

maximum 20 minutes

#### Info live appearance in Cologne:

The interzum Trend Stage is the highlight for all visitors who want to find out about the latest trends and developments in the industry. The Trend Stage, with its central auditorium, is attractively located on the Nordboulevard and features state-of-the-art technical equipment. All contributions will be announced by our professional moderation on the Stage and promoted on the interzum homepage, e-visitor newsletter, social media channels, Visitor Guide, trade fair signage, etc.

#### Length Teaser (for pre-promotion of your contribution):

2 minutes maximum

#### Teaser (video):

The teaser is used to promote your presentation at the interzum Trend Stage on social media. The video should therefore be short and concise and make the viewers/visitors interested and want to know more about your topic. Choose the type of post that allows you to convey your message in a short and understandable way. The deadline for submission of the teaser is 24.02.2023.

#### Technical requirements for your teaser:

- Format: 16:9
- File format: MP4 (e.g. H.264/H.265), HD (min. 720p)
- Frame rate: 25 FPS
- Uploadlink: <https://share.koelnmesse.net/public/upload-shares/D1ajo8QvDLRdeEeGRqcVTbDOaLA6APzq>
- Recommended name for your teaser: TEASER\_Surname Speaker\_Company-interzum Trend Stage

#### Technology lecture stage:

- Notebook with Windows operating system (operated by technician)
- Preview monitor with remote clicker
- Projection format 16:9
- Microsoft Office package
- Headsets are available for the speakers, as well as a permanently installed speaker's podium.
- If you wish to use your own laptop/tablet, please bring the appropriate adapter. bring your own adapter.
- We advise against Internet-based presentations, as we cannot guarantee that WLAN access will be available at all times. access is guaranteed at all times.
- Uploadlink: <https://share.koelnmesse.net/public/upload-shares/Rzk39H6TFURBgk8N5lZYUByKByz1eKta>
- Recommended name for your lecture: LECTURE\_Surname Speaker\_Company-interzum Trend Stage

#### Speaker Online Form:

To schedule and promote your contribution in our program, we need the completed Speaker Online Form here on the homepage by 24.02.2023.

#### Speaker Agreement:

A sample Speaker Agreement can be found here on the homepage for your information. Ms. de Louw will send you the completed agreement with your individual performance times after your registration. The deadline for the Speaker Agreement is 07.04.2023.

**interzum @home:**

- All live presentations at the interzum Trend Stage in Cologne will be recorded and broadcast on the digital event interzum @home, where they will be available on demand.
- The digital event interzum @home will take place in two parts, immediately before and after the on-site trade fair interzum in Cologne. We will inform you about the exact dates for interzum @home 2023 in due time.

**Trade fair tickets:**

Each speaker will receive 2 trade fair tickets for interzum in Cologne as well as 100 visitor ticket codes (for themselves and for further distribution) for the digital event interzum @home.