

Requirements for speakers

To be able to format the congress proceedings as uniformly as possible, we kindly ask you to observe the following parameters

Please email to mkulakov@musthavent.com the following information and materials:

1. Speaker's name, surname

2. Speaker's photo in .jpg or .png formats (for website, agenda and conference book)

3. Topic of presentation

Paper should:

- focused in conference main highlights and agenda topics
- match the announced topic (name) strictly
- presented in 15-20 min + (5-10 min for Q&A)
- use of tradenames must be avoided wherever possible

Paper should NOT:

- based on advertising only
- based on company history and locations or general product/services portfolio (except sponsor or commercial presentations - to be paid additionally)

Key highlights

- ▶ Post-pandemic landscape. How is the industry adapting to new realities?
- ▶ Sales via the Internet and social networks. What is the growth rate?
- ▶ The crisis in the commodity markets. When will the "race" end?
- ▶ Ecology and Coatings. Compromises and Prospects
- ▶ Further automation. How to quickly and profitably "rearm"?
- ▶ Development of export directions. Which sales strategy is effective?
- ▶ Consumer preferences and communications. What to "push" on?
- ▶ Staff decide everything! Whee to look for the professionals?

Topics



Directions

State of End-use Industries
Coatings & Raw Materials Trends
Novel Materials & Innovations

Products

Architectural Paints
Industrial Coatings

Focus Seminars

Powder Coatings CIS
Coil & Can Coatings CIS

4. Short abstract (**before 27 August 2021!**)

- MS Word formatted or other text processors pages
- length: 1-5 pages
- font: Arial, size: 10 pt
- margin: 2,5 cm (1 inch) all around

The demands of an abstract require the information presented to be more succinct. An abstract is a brief summary of an article, thesis, review, conference proceeding, or any in-depth analysis of a particular subject and is often used to help the reader quickly ascertain the paper's purpose. Abstracts highlight major points of your paper and explain why your work is important; what your purpose was, how you went about your project, what you learned, and what you concluded.

- ⬡ **All papers will be included to the conference printed papers book**
Official languages are English and Russian. Simultaneously translated throughout all conference sessions

5. Presentation file (**before 3 September 2021**)

- format: MS PowerPoint (.ppt, .pptx), or Portable Document Format (PDF)
- size: no more than 10 Mb

- ⬡ **If the file size exceeds 10 Mb please use any acceptable sharing service (Dropmefiles, FEX.NET, My-files, Send.firefox.com, etc.)**

We DO NOT limit you in preparing and designing, but you can use the basic guidelines for creating a presentation if necessary:

Slides

1. Title:
 - Topic of presentation
 - Speaker's Name, Surname, Position, Company
2. Introduction - main purpose, perhaps: main problem and its solving, relevance etc. (There is no need to show full text of the report (speech) in your presentation file)
3. Main part
4. Summary - conclusions, confirmation or refutation
5. «Thank you for your attention!» or similar to point 1. (Speaker's Name, Surname...)

Figuration

1. Each slide should have a title
 2. Make slide simple. The audience only has about 50 seconds to perceive it.
 3. Do not show in slides what you will not talk about
 4. Avoid solid text. Better use numbered and marked lists.
 5. Better use graphs and diagrams rather than big lists
 6. Use no more than two fonts (one for headings, one for text).
 7. Be careful to use light colors on a white background, especially green. Use dark, saturated colors if you have a light background
 8. Insert pictures into each slide if possible
- Visualization holds the attention of the audience effectively

IMPORTANT! Due to the conference schedule time for presentation is limited. Typically speakers should spend **no more than 20 minutes** for effective speech.