# Speaker Guidelines & Code of Conduct

Dear Speaker,

So you are giving one or even a couple of talks at our conference – that's great! In order to make the experience pleasant for both you and the attendees, here are some basic instructions, tips and guidelines. Please make sure to read them thoroughly, and do not hesitate to contact us if you have any questions! Please consider the following points:

**General**

*Slides are not notepads* If the font of your slides is smaller than 18pt, there is probably too much text on it. Please remember that your slides should only contain the keywords of your talk – your session will be much more interesting for the audience if you engage them with your presentation instead of asking them to read a wall of text.

*Get to your point quickly* Is the first chapter of Ulysses really the best prologue to your session? You might want to think again. The best way to give a talk is to get to the main point quickly – your audience will not appreciate a long introduction.

*Graphical elements in your presentations – let us help you* Please use only the graphical elements (icons, logos, etc.) that we provide for our speakers in advance. They can easily be used as backgrounds for an already existing presentation. Using them will result in an enjoyable and consistent look and conference attendees won't have to tune in to new visual worlds after each session.

**Advertising**

*General* Only our sponsors and exhibitors are allowed to advertise their products at our conferences!

*Advertising in your talk* Your technical skills and excellent presentation style are the reasons why you are giving a talk — these are the attributes that make your session valuable. Advertisement in any form during your presentation will make a bad impression on your audience. We recommend that you only use one slide to present yourself – without any

advertising! After that, you should focus on the topic of your session – you don't want to disappoint your fans, do you?

*Recruiting* Many companies are actively searching for expert developers – still, recruitment messages during your session(s) are not welcome. Our attendee surveys show that the audience considers sessions which include such messages as unprofessional.

**Code of Conduct**

Our conferences are places where different people with similar interests and professions come together. Our aim is to make everyone feel safe, accepted and secure. It therefore requires the cooperation of everyone present to make our conferences a safe, respectful and pleasant place.

We expect all those involved in our conferences - speakers, participants, exhibitors, staff members - to respect and comply with our Code of Conduct. If you are not familiar with it, you can find it on our conference website.

As a speaker, you have a special responsibility: Please do not use images, videos or textual presentations that may insult, vilify or belittle someone. Please make sure that the wording / phrasing you are using during your session does not make someone in your audience feel disrespected because of his or her heritage, race, gender, sexual orientation and so on.

If you feel that you are being harassed yourself, or if you notice that someone else is being harassed, or if you experience any other problems, please contact the conference team or our Compliance Department: stepan@sandsmedia.com or +49 172 6684441.

**Copyrights**

Please make sure that you do not violate the (copy)rights of third parties during your session. This applies especially to the use of images, videos, texts and also code examples. If you are using such elements, it is important to either have the permission to use them legally or cite the source correctly / appropriately if the licence agreement of the used artefact allows the utilization of it under said conditions.

**Technical Issues & Planning**

*Your arrival* Be punctual. That means arriving 30 minutes at your Zoom Onboarding before the session starts. It's not just polite to be there on time and start your session at the appointed time, but our technicians also need a couple of minutes to prepare you for your session. It is crucial for the individual sessions to end on time, because otherwise attendees will miss the beginning of the next session.

*Aspect ratio for your presentation* The standard and preferred aspect ratio is 16:9, but presentations in 3:4 are also possible.

**Last but not least** We look forward to having you at our conference and thank you in advance for working with us. If you have any questions, please feel free to contact our conference team via conference@sandsmedia.com!

During the conference you can also reach us by phone at +49 174 3183826.