BBI INTERNATIONAL
MEDIA & EVENTS

Specifications for Speaker Presentation Ideas

Specificity: This is crucial for technology or process related abstracts. Make sure your presentation idea promises to convey, in specific terms, how a technology, system or process will improve production, reduce costs, and/or increase value. The abstract should promise to compare a new approach to an old way of doing things, or highlight process/production improvements or technological breakthroughs.

Relevance: The presentation idea should indicate that the presentation will highlight something that will make significant near-term impacts in its given area to a majority of the affected facilities/crops/processes/projects in the region.

Detail: While abstracts do not include schematics, photos, graphics, spreadsheets or pro formas, the abstract should indicate that the speaker will illustrate the effect of the technology/process/business approach by incorporating such visual tools into the presentation.

Understandability: If there are very complex processes or scientific/economic ideas being presented, the abstract should indicate that measures will be taken to make the information understandable (within reason) to a diverse spectrum of conference attendees.

Word Count: While there is technically no limitations on the length of your abstract, we ask that it be 200 to 400 words in length.