**Speaker guide for expert speakers session (30 – 45 mins)**

**You can use this guide to help you prepare your talk before speaking at a conference. This guide is most helpful when you are the expert on the topic and are giving an in-depth talk.**

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| **What** | **Time** | **Guide** |
| Intro/network | 2 min | Hi I’m <<insert>>.I’m a specialist in <<insert>>, from <<insert>>.I was invited to speak by <<insert>>.And we were introduced by <<insert>>. |
| Relevant experience | 3 min | I have experience in <<insert>> and have previously worked on <<insert>> and <<insert>>.This is relevant to your industry because <<insert>>. |
| International trend/s | 3 min | I am going to talk about the current and future international trends. With <<insert>> and <<insert>> technology and how it applies to the <<insert>> industry. |
| New Zealand context | 5 min | In New Zealand we are seeing this applied in businesses in these ways.1. <<insert>>
2. <<insert>>
3. <<insert>>
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| Regional/local case study | 2 min | I am going to share a story with you from <<insert>> region in the <<insert>> industry.The reason I’ve chosen this as a case study relevant to you is <<insert>>. |
| Business problem and approach | 5 min | The business had a problem/saw an opportunity with <<insert>>.They took these steps to figure out if it was right for them:1. <<insert>>
2. <<insert>>
3. <<insert>>
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| Investment | 5 min | They invested <<insert>> amount of time and <<insert>> of upfront costs.The ongoing costs will be <<insert>>. |
| Help and support | 5 min | They got help to do this from <<insert>>.They are getting ongoing support from <<insert>>. |
| Benefits | 5 min | The measurable benefits they’ve seen from doing this are:1. <<insert>>
2. <<insert>>
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| How you can learn more about this | 3 min | If you’re interested in learning more about this, here are some simple things you can do:1. Join <<insert>> community
2. Try out <<insert>>
3. Talk to <<insert>>
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| Contact details | 2 min | The contact details for the business in this case study are (only share with permission) <<insert>>.My contact details if you would like to get further information are <<insert>>.  |
| Q & A, set action step | 10 min | I am now going to give you an opportunity to ask any questions you have using <<insert>>.*Or*I am now going to give you time to set a specific action step you would like to take for your business. |