UK Magnetic Society

57 The Philog Cardiff, CF14 1DZ, Wales, United Kingdom
t: +44 (0) 2920 626643 **e:** astewart@ukmagsoc.org **w:** www.ukmagsoc.org

Guidelines for Seminar Speakers

The UK Magnetic Society seminars usually attract approximately 40-70 attendees (typically 65% industrial, 35% academic), and although they often include presentations on recent research advances, they are intended to provide a slightly different forum from established scientific seminars. This is often highly influenced by the seminar topic, but generally there is more emphasis on technology and commercial implementation than would be the case for a purely scientific seminar - the Society tries to ensure that its seminars have a slant towards industry, and cover production and application developments, rather than mainly commercial or marketing aspects.

Background of Attendees
One of the features of the Society's seminars is the often diverse background of the attendees, who quite often have some general magnetics knowledge but their specific expertise is often rather specialised in any one of the large number of disciplines covered by the Society. The typical audience at a seminar often includes a significant proportion who are not necessarily familiar with the particular seminar subject, and are attending to either gain some background knowledge in the field, or to simply meet other members of magnetics-related industrial and research communities.

Presentation Content
In view of this, we encourage speakers to provide a brief overview of the subject during the first few minutes of their presentation, particularly in terms of introducing key concepts and any theory relevant to the presentation. For example, for a presentation on a novel sensor or actuator based on generally less well-known phenomena such as magneto-striction, GMR or the Kerr effect, a few minutes introducing the very basics at a level suitable for attendees with little or non-specialist knowledge in the field is likely to be of great benefit. Similarly, any background information on current market status and future projections for the technology being discussed will also be useful.

Other content should primarily be of a technical nature, bearing in mind commercial disclosure considerations. Descriptions of the speaker's organisation and its products, size, locations, areas of research, etc, if relevant at all, should give just enough of an idea of the context in which the subject of the presentation has developed. Specific sales pitches are discouraged unless absolutely relevant, preferably being kept to contact details. However, speakers are invited to mount a free display in the exhibiton area for exactly this purpose. See later for more information.

Presentation Duration
Speakers are generally allocated a total of 25/30 minutes, which includes a few minutes at the end for questions and discussion; the exact time is given in the programme on your event webpage.

Seminar Technical Papers
Each attendee is presented with a USB stick drive containing a set of the presentations as well as technical papers written by the speakers which summarise the key points of their presentations. The form of the papers provided by speakers varies from an extended abstract to a scientific paper of several pages; the exact format and content is left to the speakers. Permission is specifically sought from each speaker to include their paper and presentation on the USB stick.

Although we generally aim for two or three A4-size pages or so, additional material can be accommodated – *you can see an example on the Speaker's Page*. There is also a template for you to use for your technical paper on the Speaker's Page, please feel free to amend or add your contact details.

Papers which are presented at the seminar may also be considered by the editorial committee for publication in MagNews, the UK Magnetics Society quarterly publication, and also on the Society's website, with permission of the author.

Biography / Speaker Information Form
In order to assist the session chair with introductions, it would be useful if speakers could provide *brief* biographical details – *see the Speaker Information Form on the Speaker's Page*.

Presentation facilities
Seminar venues are equipped with multimedia projectors and screens, together with overhead projectors - *please enter your specific requirements on the Speaker Information Form*. Presenters are encouraged to contact the seminar chairs/organiser before the start of the am/pm sessions to check electronic presentations are working correctly.

Exhibition/Demonstrations
Speakers are invited to mount a display etc (usually in the same areas as registration, lunch and refreshments) of technical literature on their products/research activities. There is often the opportunity to display larger items of equipment, show publicity videos, software packages etc - *please complete the Speaker Information Form to take advantage of these facilities.*