SPEAKER’S GUIDE

TOWARDS A WORLD SUSTAINABLE DESIGN FRAMEWORK

February 20th 2019
Paris Intramuros et Extramuros

February 21-22nd 2019
Espace Grande Arche de la Dégêse, Paris
THE DESIGN SUMMIT
ALL SET FOR PARIS!

The Paris Design Summit is an absolute must for anyone interested in the impact of design as it is one of the largest interdisciplinary meetings in the world dealing with this subject.

In October 2015, leading international design organizations, met in Gwangju, South Korea, committed to creating a world that is environmentally sustainable, economically viable, socially equitable and culturally diverse. On October 24, 2017, nearly twenty international associations signed a first declaration on the role and impact of design, the Montréal Design Declaration.

Following this successful first phase leading up to the signing of the Montreal Design Declaration, the World Design Agency, which includes the founder of the Montréal Summit 2017, in collaboration with major partners in content, experience, business development and technology, is now launching Phase 2 with the World Sustainable Design Framework due to be set in motion at the Paris Design Summit in February 2019.

Paris 2019 will be a concrete example of how the power of design can be used to deal with contemporary issues. Professionals, academics, international actors, thinkers and policy makers from urban planning, architecture, engineering, design and other domains will come together to share and apply their knowledge to create a better world.

Our main objective is to offer a range of practical information to all levels, from students to professional experts, relating to new techniques and ideas for better actions locally and globally.

The goal is to contribute to the resolution of global issues through design. We will offer a scientific and professional program, with updates on long term results and the latest innovations. The Congress program will benefit all participants with three days of world class scientific and professional sharing and exploration.

A large conference area will be available for debates where qualified specialists will share their knowledge and discuss challenging cases.

This event presents a great opportunity to meet and network with professionals and colleagues from around the world.

We look forward to having you join us in Paris!
INFORMATION

PLANNING YOUR TRIP

Official events are taking place from February 20-22, 2019. Workshops will be held within the city in various locations on the 20th of February and the Congress and Summit Meeting on the 21st and 22nd of February.

EVENT VENUE

The Congress and Summit Meeting are all taking place in the Espace Grande Arche - La Defense. The Espace Grande Arche is located in the heart of the centre of Europe’s largest business district. Situated right next to the Parvis de Defense, it is well connected to transport and the entryway is a not-to-missed mural-lined passageway leading to the columned hall. Not only is the venue functional, contemporary and elegant but also energy efficient, it is the ideal venue for international conferences and trade shows.

February 20th in 8 locations in Paris (See Locations in the Workshops Program). Please note, you are required to sign up for the workshop via the website beforehand in order to participate.

February 21st-22nd at Espace Grande Arche - La Defense.

Espace Grande Arche
Tunnel de Nanterre-La Défense,
92044 Paris La Défense, France
+33 1 40 68 22 22
ACCOMODATION

We have negotiated exclusive accommodation prices for attendees and presenters in hotels near the Espace Grande Arche. We strongly recommend that you book your accommodations quickly as Paris is a very popular destination for affairs and tourism. 
https://platform.revolugo.com/hotels?wid=paris-design-summit

TRAVELLING TO FRANCE

We’re excited to have you join us, but make sure your travel documents are in order. Most European citizens do not need a visa to enter France as well as selected countries who are able to stay in the Schengen area for up to 90 days.

Find out if you need Schengen now: https://www.schengenvisainfo.com

Need a Letter of Invitation?
Ask us at: info@designsummit.paris
GETTING THERE AND GETTING AROUND

BY PLANE

There are 3 major airports that serve Paris:
- Charles de Gaulle Airport (Main airport) 25km
- Orly Airport (Second largest airport) 13 km
- Beauvais-Tille (Low cost option) 85 km

The Charles De Gaulle and Orly airports are accessible by RER, bus and taxi from the center of Paris. Beauvais can be reached by shuttle bus.

The Air France/KLM conference code for this event is: 34702AF
The Air Canada conference code for this event is: 89P2B3U1

Just a little note regarding the Air Canada code, you will need to put in our code before you search for the flights where it is indicated on the search panel. For Air France, simply follow the link above.

BY TRAIN

Paris is accessible by 7 main train stations (Nord, Est, Montparnasse, Lyon, St-Lazare, Bercy, Austerlitz). Paris is linked by train connections with most of the capitals of Western Europe, including London.

Tickets can be purchased at www.oui.sncf

BY BUS

If you want to travel by bus, many options are available. Book on Oui Bus and Eurolines.

GETTING TO THE VENUE FROM THE AIRPORT

Depending on the airport you arrive at, there are a number of options available for transportation into Paris, including public transport.

Accessing the city from the airport is quick and easy, with the following services offering direct links to the Espace Grande Arche:
- Airport Shuttle: Direct shuttle from Charles de Gaulle airport Paris-Beauvais shuttle service
- By car: From Paris and Boulevard périphérique: Exit Maillot direction La Défense Then take the Boulevard Circulaire. Lastly, take the exit CNIT (parkings visitors ou exposants)
- Public Transportation:
  - MÉTRO Ligne 1, Station La Défense Grande Arche
  - BUS Lignes 141, 144, 159, 246, 272, 275, 378, 262, 161, 174, 360, 160, 258, 541 et 73
  - TRANSILIEN Lignes L et U, Station La Défense Grande Arche
  - RER Ligne A, Station La Défense Grande Arche
  - TRAMWAY T2, Station La Défense Grande Arche
  - TRAIN Gare Saint-Lazare à 25 min / Gares de Lyon, Montparnasse, de l’Est et du Nord à 35 min
PRESENTATION STRUCTURE

YOUR PRESENTATION

Please be aware that individual talks are limited to 15 minutes each and will be grouped into a session followed by a Q&A period. We advise you to ensure that your presentation fits within this time which will be enforced to ensure each speaker has equal time. Workshops are usually scheduled for 1 hour and a half but some are scheduled for up to 4 hours. Please ensure that you sign up via our website, for your participation in the workshop beforehand to secure your place.

PREPARING YOUR MATERIALS

Presentation files must be PowerPoint (PPT) or PDF format. Please note that no other file formats will be accepted. Presentations can be shown in widescreen or fullscreen format.

SUBMISSION OF YOUR PRESENTATION

Your file name must include your speaker ID number (found in your electronic submission), first letter of your first name, and your last name, separated by underscores. For example for speaker John Bouchard (speaker ID 123): 123_J_Bouchard

If your file is too large to email, use the following link: https://wetransfer.com/

Send it to: leanne.courtney@parisdesignsummit.com

Contact us as soon as possible if you encounter any difficulties transmitting your file.
PREPARE YOUR PRESENTATION

1 - SHOW YOUR PASSION AND CONNECT WITH YOUR AUDIENCE

It’s hard to be relaxed and be yourself when you’re nervous. But time and again, the great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the subject shine through. Be honest with the audience about what is important to you and why it matters. Be enthusiastic and honest, and the audience will respond.

2 - FOCUS ON YOUR AUDIENCE’S NEEDS

Your presentation needs to be built around what your audience is going to get out of the presentation. As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them. While you’re giving the presentation, you also need to remain focused on your audience’s response, and react to that. You need to make it easy for your audience to understand and respond.

3 - KEEP IT SIMPLE: CONCENTRATE ON YOUR CORE MESSAGE

When planning your presentation, you should always keep in mind the question: What is the key message (or three key points) for my audience to take away? You should be able to communicate that key message very briefly. Some experts recommend a 30-second ‘elevator summary’, others that you can write it on the back of a business card, or say it in no more than 15 words. Whichever rule you choose, the important thing is to keep your core message focused and brief. And if what you are planning to say doesn’t contribute to that core message, don’t say it.

4 - SMILE AND MAKE EYE CONTACT WITH YOUR AUDIENCE

This sounds very easy, but a surprisingly large number of presenters fail to do it. If you smile and make eye contact, you are building rapport, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people. To help you with this, make sure that you don’t turn down all the lights so that only the slide screen is visible. Your audience needs to see you as well as your slides.
5 - START STRONGLY

The beginning of your presentation is crucial. You need to grab your audience’s attention and hold it. They will give you a few minutes’ grace in which to entertain them, before they start to switch off if you’re dull. So don’t waste that on explaining who you are. Start by entertaining them. Try a story (see tip 7 below), or an attention-grabbing (but useful) image on a slide.

6 - REMEMBER THE 10 - 20 - 30 RULE FOR SLIDESHOWS

This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:
- Contain no more than 10 slides;
- Last no more than 20 minutes; and
- Use a font size of no less than 30 point.

This last is particularly important as it stops you trying to put too much information on any one slide. This whole approach avoids the dreaded ‘Death by PowerPoint’. As a general rule, slides should be the sideshow to you, the presenter. A good set of slides should be no use without the presenter, and they should definitely contain less, rather than more, information, expressed simply. If you need to provide more information, create a bespoke handout and give it out after your presentation.

7 - TELL STORIES

Human beings are programmed to respond to stories. Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story. Think about what story you are trying to tell your audience, and create your presentation to tell it.

-Finding The Story Behind Your Presentation

-To effectively tell a story, focus on using at least one of the two most basic storytelling mechanics in your presentation:

-Focusing On Characters – People have stories; things, data, and objects do not. So ask yourself “who” is directly involved in your topic that you can use as the focal point of your story.

For example, instead of talking about cars (your company’s products), you could focus on specific characters like: The drivers the car is intended for – people looking for speed and adventure. The engineers who went out of their way to design the most cost-effective car imaginable. A Changing Dynamic – A story needs something to change along the way. So ask yourself “What is not as it should be?” and answer with what you are going to do about it (or what you did about it).
8 - USE YOUR VOICE EFFECTIVELY
The spoken word is actually a pretty inefficient means of communication, because it uses only one of your audience’s five senses. That’s why presenters tend to use visual aids, too. But you can help to make the spoken word better by using your voice effectively. Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience’s attention.

9 - USE YOUR BODY TOO
It has been estimated that more than three quarters of communication is non-verbal. That means that as well as your tone of voice, your body language is crucial to getting your message across. Make sure that you are giving the right messages: body language to avoid includes crossed arms, hands held behind your back or in your pockets, and pacing the stage. Make your gestures open and confident, and move naturally around the stage, and among the audience too, if possible.

10 - RELAX, BREATHE AMD ENJOY
If you find presenting difficult, it can be hard to be calm and relaxed about doing it.
One option is to start by concentrating on your breathing. Slow it down, and make sure that you’re breathing fully. Make sure that you continue to pause for breath occasionally during your presentation too.
REGISTRATION

Upon arrival at Espace Grande Arche, please go to the front desk, Espace Hausmann to register.

Registration will be open:
Wednesday from 2 PM to 6 PM
Thursday from 8 AM to 5 PM
Friday from 8 AM to 5 PM

Please present your ticket either printed or on your mobile device to receive your nametag.

SPEAKER CHECK-IN

After registration, please go to the Speaker’s Room next to the registration to confirm your presence and verify your presentation materials. Assigned helpers will be able to assist you with any audio-visual assistance you require and make sure everything is in place for your presentation.

We advise that you check in to Speaker’s Room at least one hour before your session begins. Please ensure that you check the Congress program to see the time and location of your session. Furthermore, we ask that you arrive to the conference room at least 15 minutes prior to your presentation.
**ROOM SETUP**

Speaker’s will not be able to hang any materials on the wall or curtains; to show a poster or other physical materials and therefore you will have to provide your own support.

The following audio-visual equipment will be provided:
- a projector
- a screen
- speaker’s
- laptop

The stage will be equipped with a podium with a microphone.

**VESTIAIRE AND CLOAKROOM**

You are invited to leave your coats and bags in the Vestiaire (Cloakroom) at no charge.

**CATERING**

Food and beverage will be available for purchase at the venue during the Congress at the cafeteria.

**WEATHER**

Paris is in the height of winter during February. The temperature in February is between 3°C and 8°C on average. It is advised to bring warm clothes. Please check the forecast for weather trends closer to the event.

**LANGUAGE**

The official language of Paris in French. Road signs and metro announcements are only in French. However, many parisians do speak English but appreciate if you start with a Bonjour and end your communications with Merci. Please feel free to approach Paris Design Summit team members in either English or French.
COMMUNICATION

SHOROOM° / HOW TO COMMUNICATE?

Our exclusive Shoroom platform allows you to connect with everyone participating in the event. It’s a fantastic way start and continue the conversation with other speaker’s, participants and our Round Tables leaders. You can start threads and privately message any of the Paris Design Summit community. You also can read the other abstracts in not only in your topic but the other topics and continue to work towards Horizon: 2030!

CONTACTS

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Towards a world sustainable design framework

Design Summit of Paris
Speaker's Guide

WEDNESDAY, FEBRUARY 20th
(PARIS EXTRA ET INTRAMUROS)

08:00 - 08:30
08:30 - 09:00
09:00 - 10:30
10:30 - 11:30
11:30 - 12:15
12:15 - 12:30
12:30 - 13:15
13:15 - 14:30
14:30 - 15:30
15:30 - 16:30
16:30 - 17:30
17:30 - 18:00
18:00 - 18:30

THURSDAY, FEBRUARY 21st
(ESPACE GRANDE ARCHE LA DÉFENSE)

08:00 - 08:30
08:30 - 09:00
09:00 - 10:00
10:00 - 11:00
11:00 - 12:15
12:15 - 13:15
13:15 - 14:15
14:15 - 15:15
15:15 - 16:15
16:15 - 17:15
17:15 - 18:00
18:00 - 18:30

FRIDAY, FEBRUARY 22nd
(ESPACE GRANDE ARCHE LA DÉFENSE)

08:00 - 08:30
08:30 - 09:00
09:00 - 10:00
10:00 - 11:00
11:00 - 12:15
12:15 - 13:15
13:15 - 14:15
14:15 - 15:15
15:15 - 16:15
16:15 - 17:15
17:15 - 18:00
18:00 - 18:30

www.designsummit.paris