

MANAGING ELDERLY CARE

Speaking Opportunities and Guidelines

Manila, Philippines | March 14 & 15, 2019

Speaking at **Managing Elderly Care (MEC)** is a rare opportunity and offers a substantial exposure to your organization and yourself. It is also a powerful boost to your brand in the elderly care industry in Asia.

We will be involving you (case to case and with your permission) in social media promotions, interviews we put up on Youtube, blogs on the website, speaker profiles on the event website and bio and topic description listed in the event App, and more. If you so wish we help with a book launch, display materials about your organization, provide you with a free listing and space in the AGE - CARE RESOURCES Directory of elderly-care givers in Asia.

For your participation, we offer you a free delegate seat with additional invitations to the Power Dinner, Grand Welcome Reception, and Gala Awards Night Dinner.

A special committee reviews the bio and speaking experience of those interested or recommended. With over 70 speakers expected, the committee can cover travel expenses and hotel accommodations only of those speakers with a special background in teaching elderly care management.

Please read the below background and guidelines - and send your CV / Biodata to Lory Pana (Ms.), Program Coordinator, at lorypana@managingelderlycare.com. Upon acceptance by the committee, we will provide you with what expenses we can cover, standard guidelines for the conduct of sessions, a speaker's handbook and other details you may require.

Thank you and we are looking forward to welcoming you to the conference!

I. ENTER - MANAGING ELDERLY CARE (MEC) The Asian CONFERENCE and EXPO to Get and Serve Elderly Clients

The Asia Pacific region is at the forefront of population aging. The number of older people is expected to triple by 2050 to 1,265 million. The main reasons are rapidly declining birth rates and longer lifespans. (*Adapted from Helpage Global Network*)

MEC is committed to improving the management skills of specialists and organizations in elderly care, keeping them updated on tools, techniques and best practices, and creating at the same time a real and virtual forum for forming regional relationships.

MEC emphasis is on best practices in the management and delivery of care for the elderly. The conference topics are meant to be immediately useful "how to"

tools. At the same time, there are thought-leading topics for the plenary sessions, as well as *policy forums and summits* that are for C-level executives.

Inherent in its branding is MEC's design to be Asia's Premier Learning *CONFERENCE* and *EXPO* for professionals, managers, and organizations in Elderly Care. It is a teaching, learning and networking convention.

The launch event is scheduled on Thursday and Friday, March 14 and 15 in Manila, Philippines. There are in-depth pre-conference workshops the day before the main conference.

MEC is organized by the same group that founded and developed the awardwinning Hospital Management Asia conference, now in its 17th year.

**Over 800 delegates from 25 countries and 70 speakers are expected.
WILL YOU BE THERE?**

- a) To offer hospital and elderly care managers the opportunity to learn specific tools and techniques to do their jobs better, in an environment of quality learning and friendly social exchanges
- b) To present how-to, skills-related workshops, run only by experienced professors and industry experts with a track record for teaching and sharing
- c) To provide a forum to update and review best global practices in eldercare

In other words, if you can help elderly care managers succeed and improve, then MEC welcomes you. We are looking for dynamic personalities with a proven track record to join our panel of speakers. Speakers from outside the industry are also welcome if they have something of value to share.

Is this your profile of your expected audience? IT'S OURS!

- Geriatric Clinic or Specialist
- Gerontology Center or Professional
- Home Care, Day Care, Stay In Care or Assisted Care Provider
- Retirement Home Manager
- Wellness Spas or Clinic
- Alternative Medicines Practitioner
- Yoga, Tai Chi, Meditation Coach / Facility
- Teacher, Professor or a Thought Leader
- Pension and Retirement Funds Consultant or Business
- Financial Grants and Assistance Provider
- Health Education and Caregiver Training Provider
- Hospital with Elderly Care Services

- Emergency Medical Care Services Provider
- Nurses, Physical Therapists, Trainers and Instructors
- Care Technology and Solutions Provider
- Government Policy Maker
- Building and Interior Designer
- Caregiver Associations in Asia

II. MEC PRESENTATION PHILOSOPHY

The 70+ speakers for this conference are carefully selected and balanced by sector (e.g. hospital executive or manager, industry expert, or academe) and by country – not to mention experience and track record.

All speakers and presenters are requested to agree not to make speeches but to be in a “teaching, sharing and interactive mode”. Some self-promotion of your company/organization, product or service is welcome, so long as this is done peripherally and in good taste. As a presenter, you agree to three things:

1. To keep your session(s) as interactive or as interesting as possible by way of caselets, quizzes, video showings, and good presentation aids.
2. To strictly follow the agreed topic description and approach.
3. To acknowledge when appropriate our sponsors and partners.

You can also help make the event memorable by attending all the social functions so that delegates can meet you in an informal setting. Once you have accepted and confirmed your participation as a speaker, we hope that you are certain to come.

III. WHAT YOU CAN EXPECT FROM MEC

1. You will have a good audience wanting to learn from you, interact and exchange ideas. The audience attends, specifically to learn immediately useful tools and have exceedingly high expectations of the speakers.
2. You will receive a “Presenter’s Manual” that has all the details and guidelines you need.
3. You will be kept posted as to developments regarding the event on a regular basis.
4. You get a special executive briefing for speakers as to the attendance, arrangements, guests of honor and what to expect during a *Speaker’s Power Dinner* on the evening before the event.
5. You are assigned a Program Assistant (PA) and moderator in charge of your session. The PA will be with you throughout your presentation. He or she

knows how to operate the equipment, has spare copies, is in touch with the Secretariat, has cue cards, etc.

6. Rest assured we have backup copies of your presentation. We pre-test to make sure that technology does not thwart us.
7. You have our guarantee that it all works. We test everything else like lights and air-conditioning. The projectors are all pre-focused, the microphones are tested and even the lighting level is pre-set.
8. You will even know the range of the number of people estimated to attend your session and their basic profile, at least a week or so before the event. This is based on a delegate poll we conduct.
9. Your presentation, unless specifically barred, will be posted online. It will also be tweeted and mentioned in our social marketing activities.
10. If you are a plenary speaker, we will have your voice/volume properly modulated with the sound system; make sure the podium and microphone height match yours, that you have enough light to see your notes. You will be briefed on which podium you will use, meet the production crew briefly to know who is who.
11. Your profile is featured on the event website as well as in the onsite handbook.
12. By staying and joining the social cocktails and Gala Dinner, you can better connect with the delegates and network with partners and sponsors.

Please, however, do not 'sell' your own product or company (except in good taste and peripherally.) Sticking to time allocations is a must.

IV. THE MEC PROGRAM:

The MEC marketing promise is that delegates will "Learn Global Practices, Discover New Services and Generate More Business". In addition, they will get, *Insights, Tools, and Tips from World Class Presentations*. With this end, the tracks and the topics have been well researched. The best of what exists plus more have been selected. The rest is now up to the presenters.

The eight tracks planned for MEC 2019 are:

1. Applied Technology Innovations
2. Best Practices in Care-Giving
3. Streamlining Service Quality Tools
4. Management and Personal Development Skills
5. Start or Grow Your Business
6. Excellence in Clinical Care
7. Marketing and Online Presence
8. CEO Dialogues

Detailed topics can be found [here](#).

V. PRE-SELECTION REQUIREMENTS

May we request you to please furnish us the following information for our selection process:

1. Your latest CV/biodata/profile.
2. Major speaking engagements in the last two years –Topic, Occasion, Audience, and Venue
3. Your topic suggestion and a brief description
4. YouTube, other video link or PDF of a previous presentation or two
5. Photograph - any pose you prefer ☺

Note: Due to the very large number of speaking requests, we initially limit speaking engagements to one speaker per organization. (But we can be persuaded.)

VI. ACCEPTANCE OBLIGATION

1. Once accepted, you will be asked to complete your registration process as a speaker.
2. You will need to submit your presentation in digital PowerPoint or another format within the prescribed time.
3. You agree to follow the allocated time slot and duration and be present at the designated Special Interest (Breakout) Session room at the event at least 20 minutes prior to the start of the session.
4. Your agreement that the organizers can put up your presentation online after the event as presentation notes, video clips or for post-event downloads.

VII. PRESENTATION CONDITIONS

1. Presenters are enjoined to strictly follow the agreed topic and approach.
2. SIS or breakout sessions are intended to be for training. They are 'how to' sessions.
3. Plenary sessions are meant to be conceptual, insightful and thought leading.
4. Self-promotion of your organization is encouraged, provided it takes a back seat to the educational focus, kept to the barest minimum, done peripherally and in good taste.
5. There may be some sessions that are meant to share experiences. In these cases, if it is the prior agreement, then, by all means, present the experience of your organization. But even then, please be in a "teaching, sharing and interactive mode". Time and again, delegates react negatively if there is too much self-promotion and it becomes counter-productive.

VIII. CLARIFICATION REGARDING NUMBER OF SPEAKERS PER SESSION

We have 32 speakers confirmed (this early) and will wind up having 70-ish. There are more speakers than sessions because:

- a) Most sessions are designed for TWO presenters and one moderator. 30 minutes each to present and 30 mins for total Q&A.
- b) CEO Dialogues are ideally 3 presenters and a moderator. Sometimes even four. Each present for 7 to 10 minutes. Rest is a dialogue with the CEOs.
- c) Note: Some sessions will have only ONE speaker, if he/she is an accomplished presenter – and prefers to go solo.
- d) Some speakers speak in two different sessions – after consultation and agreement.

It takes a lot of doing (and more budget) but we believe that a small two (and sometimes three) person panel gives the delegates a better perspective and understanding and is more conducive to interaction. I hope this is acceptable.

When there are two (or more) presenters in your session, (and this is the norm) we:

- a) Introduce you to the other(s) so that you all can coordinate
- b) Suggest a “Mother” topic for the session, followed by your topics.

VIII. REIMBURSEMENT MATTERS

1. MEC is a platform where elderly-care experts and professionals convene to exchange ideas & knowledge and network. Industry presenters get a platform on which to share their expertise and knowledge. They may tastefully promote themselves or their company. Consultants and solutions providers get multiple opportunities to meet and interact with their stakeholders and customers. As a result, mostly, these presenters provide their time and expertise gratis.
2. At a minimum, your registration is free. We may selectively provide an additional delegate seat, an expo booth or book-signing opportunities. Overseas speakers are case to case offered airfare and/or hotel accommodation.
3. Any incidental expenses incurred by you are entirely at your own expense. Visa fees, insurance, transportation, hotel incidentals like mini bar and business center, are to your account.