

Electronic Flight Bag Users Forum Presentation Guide

Purpose: The purpose of this speaker guide is to outline general policies for presentations given at the Electronic Flight Bag (EFB) Users Forum (UF) of the Airlines Electronic Engineering Committee (AEEC) and International Air Transport Association (IATA). This Presentation Guide describes the selection, length, format, and content of presentations and the associated approval process. This document provides organization detail beyond that stated in the AEEC governing document APIM 09-009C (latest version).

Goal: The EFB UF provides a venue where interested parties can exchange information, present challenges and resolve issues being confronted by the industry. The goal is to ensure relevant, high quality, and appropriate presentations are offered at EFB Users Forums. Speakers may be drawn from airlines, airframe manufacturers, EFB suppliers, system integrators, regulators, and other aviation related or relevant organizations as the Leadership Team deems appropriate.

Session Topics: The EFB UF Leadership Team will determine the session topics which comprise the EFB UF. The first EFB UF conferences have established a successful two day, four session format. These conferences contained Regulatory Issues and Operator Experiences as regular, repeated session topics. The other two session topics have been determined either by the EFB Leadership Team or by participant voting.

Selection: Once the EFB UF Leadership team has determined the session topics, Session Leaders and members of the Leadership Team should seek and encourage known individuals and/or companies to present. An announcement may be distributed to the EFB community soliciting volunteer speakers as well. While airlines are given priority, speakers from other organizations are also encouraged to ensure a variety of perspectives will be provided to attendees. Potential speakers should prepare a brief outline of their intended presentation (general content and focus) a photo, and a short bio to be used by the Session Leader for introduction. The Session Leader, in concert with ARINC staff, will invite four or five speakers best suited to present (in that session) from those available. For repeat speakers, recency of the previous presentation is also considered. EXPO participants will be given preference to non-exhibitors. If a speaker wishes to present a subject outside of the session topic, the Session Leader, in concert with ARINC staff, will determine the suitability of including that presentation along with others in his or her session.

If a panel discussion is being conducted in-lieu of a speaker, the Session Leader shall invite the panelists and act as moderator (or designate an appropriate substitute). The

moderator should prepare a series of seed questions to initiate and encourage discussion should the audience not readily do so.

Length: Presentations should be 15-20 minutes in length, and speakers should anticipate a few questions afterward. Questions and discussion should be encouraged by the speaker and Session Leader. If a joint presentation is being made, the speakers should determine in advance the amount of time allocated to each, such that the entire presentation remains within the aforementioned guidelines. Many speakers utilize slides as memory prompts for additional points they wish to convey. This is acceptable within reasonable limits, but if insufficient detail is available to ascertain the true content of the presentation, more information may be requested.

Format: Presentations have generally been given using PowerPoint or comparable software. Nevertheless, alternative formats may be utilized provided they are pre-approved by the Session Leader and ARINC staff.

Content: Presentations should be technical, objective, and relevant to the session topic. They must also refrain from promotion of the speaker's product or service. Those opportunities are available through event sponsorships and at the EFB EXPO. Acronyms used in the presentation should be defined at their first appearance. Embedded videos are permissible and must adhere to the same guidelines as other content.

The speaker should assume attendees have some basic knowledge of his or her company and its products. Use of the speaker's company logo on slides is acceptable. The following are not permitted:

- lengthy discussion of a company's product(s), business activities, and clients,
- comparison with competitors,
- negative comments or scare tactics targeting an individual supplier or an entire group of suppliers' products,
- reference to specific aviation accidents by airline, flight number, or other means without advanced approval by the EFB Leadership Team,
- controversial, embarrassing, or unsubstantiated statements,
- political and religious content.

All material submitted to the EFB Users Forum enters the public domain.

Approval: No later than two weeks prior to the EFB Users Forum, speakers shall submit their presentation to the Session Leader and ARINC staff for review. Submitted material will be considered protected under joint-copyright per ARINC and AEEC policy. The Session Leader and ARINC staff will promptly review the submitted material and confer with each other as to its acceptability. Any necessary changes shall be communicated to the speaker for final approval.

Distribution: Presentations given at the EFB UF will be prepared in the form of an AEEC Letter and made available on the ARINC website approximately one to two weeks later. A written report will also be prepared by ARINC staff and made available on the ARINC website after completion of the EFB UF. These reports will be available free of charge for ARINC Industry Activities Members and Corporate Sponsors. Non-Members and non-Corporate Sponsors desiring these reports will need to change their membership status or purchase them at this site:

http://www.aviation-ia.com/aec/projects/efb_users_forum/index.html.