

**Speakers Brief**  
**B2B Forum**  
**2024**

Dear Speaker,

We recognise that your participation is essential for the success of the upcoming European Hydrogen Week 2024 and would like to thank you again for your contribution.

To facilitate a seamless experience, we have compiled in this document all the essential practical information to help you prepare effectively.

The EUH2Week Team



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# Before the event

## Registration

The first step towards your participation as a speaker will be to register for the event.

The dedicated speaker link will be included in the invitation sent to you from the email [speakers@euhydrogenweek.eu](mailto:speakers@euhydrogenweek.eu).

Upon receiving the invitation, we kindly request you to register as soon as possible.

During the registration process, you will be asked to provide the following to promote your session:

- A high resolution picture
- A short biography (maximum 200 words)
- And a signed consent form

If you are unable to retrieve the email and/or link to register, please contact us at [speakers@euhydrogenweek.eu](mailto:speakers@euhydrogenweek.eu).

## Speaker benefits

As a speaker of the B2B Forum, you are granted the following privileges from Monday, 18 November, to Thursday, 21 November:

- Admission to the exhibition area
- Admission to the B2B Forum
- Admission to the Innovation Hub
- Admission to High-Level Policy Conference
- Access to the Speaker-Ready room

*Please note that coffee breaks & lunches are not included.*

(Food & beverages are available upon purchase at the food trucks located in the Exhibition)

## Technical call

One technical call is scheduled to discuss logistics and answer any questions you may have on this regard. The call will take place on **Thursday 24 October from 15h00 to 16h00 CET**. Please find here the link to join the Teams Technical call: [Teams Technical Call - 24/10/2024](#)

We kindly ask you to block this time in your agenda and confirm your presence via email at [speakers@euhydrogenweek.eu](mailto:speakers@euhydrogenweek.eu).

In case you are not able to join our call on Thursday 24 October, please reserve an alternative time slot on **Friday 25 October from 10h00 to 11h00** and kindly inform us via email.

Please find here the link to join this alternative Teams call: [Teams Technical Call - 25/10/2024](#)

Recordings of the briefing calls will be shared following the meetings.

If you have any content-related questions, please reach out to the team of Hydrogen Europe via [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu)

## Session deliverables

For your PowerPoint presentation, if applicable, please ensure you upload it **HERE** in PPT format no later than **Wednesday 13 November**. Please make sure the title follows this format: SESSION DAY-SESSION NUMBER-SPEAKER NAME-COMPANY NAME. This will allow us adequate time to organise and prepare for a seamless presentation experience.

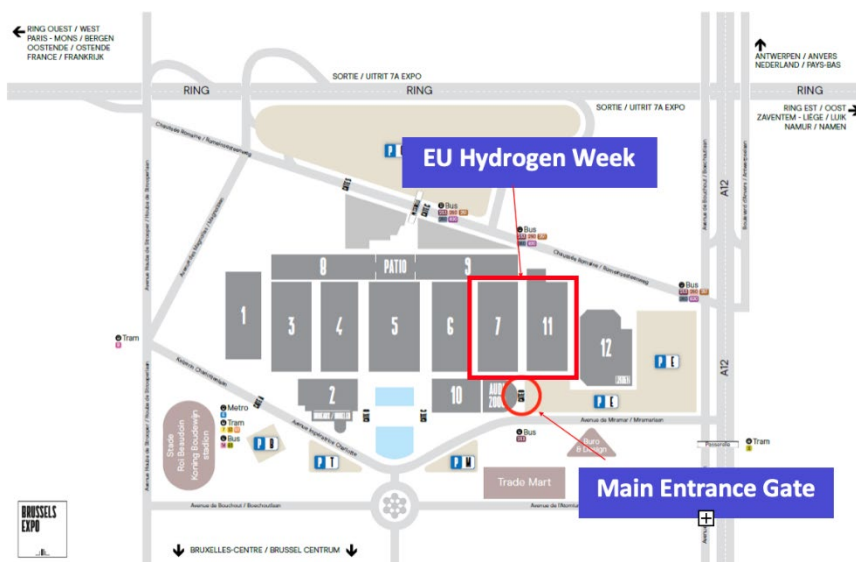
More information on the format of your session and slides requirements will be shared in due course.

## Your onsite speaker journey

### Venue

The European Hydrogen Week 2024 will be held at Brussels Expo, the largest exhibition centre in Belgium. It is easily reachable by public transportation.

The event will take place in Hall 11 and Hall 7. Registration will be placed in Hall 11, with entrance located on the Avenue de Miramar, please use Gate D.



Upon arrival at Brussels Expo - Hall 11, please pick up your speaker badge at the registration area. A few days before the event, you will receive a 'Know Before You Go' email from [registration@euhydrogenweek.eu](mailto:registration@euhydrogenweek.eu), which will include a barcode. Present this barcode at the registration area to print your badge.

Signage will guide you to the **speaker-ready room and your session area in Hall 7**.

## Session logistics

Please present yourself in the speaker-ready room (Hall 7) no later than **30 minutes** prior to your session to get your microphone. The speaker-ready room is also meant for meeting with the other speakers for final alignment and review your slide deck (if applicable) before your session starts.

All stages are equipped with the following items:

- Confidence monitor
- Timer on screen
- Clicker
- Lectern
- Microphones for speakers

The questions will be mediated by the session moderator through an interactive digital platform and in-person questions from the audience.

During the session, the questions received through the conference app will be handpicked by the session owner, then facilitated by the moderator on stage.

Make sure to hand back your microphone when leaving the stage.

Finally, kindly note that your session will be recorded and will be available online after the event.

## Promotion

**Use our downloadable promo toolkit to communicate about your speaking attendance!**

To ensure a successful conference for all parties involved we would like to achieve as high attendance as possible. For this reason, we have prepared a promo toolkit with ready-to-use communications materials and text for you to promote and disseminate about your participation to our event.

Please use the information available to best promote the conference on your Social Media accounts, website, newsletters, and any other communications tools you might be currently using. [Click here to access the promo toolkit for speakers.](#)

Should you have any questions, need special materials, sizing, etc. please contact [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu).

## Useful links

- [Official event website](#)
- [Programme](#)
- [Time and Location](#)
- [How to get there](#)
- [Accommodation](#)
- [Our sustainability choices](#)
- [Promo Toolkit](#)

## Contact

For all speaker and programme-related questions, you can contact us via email at [speakers@euhydrogenweek.eu](mailto:speakers@euhydrogenweek.eu) or via phone at +3223202539 (option 3 for speakers).



**18 - 22 November 2024**  
**Brussels, Belgium**  
**[euhydrogenweek.eu](https://euhydrogenweek.eu)**

