Your Information Guide to Speaking at the CAR-TCR Summit Europe
Welcome to Hanson Wade’s CAR-TCR Summit Europe in London.

Preparations are in full swing and the CAR-TCR team is looking forward to welcoming you to London in a weeks’ time.

This manual will help you to plan your attendance at this event and contains essential information and guidelines.

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Points of Contact

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Dates

**Workshop Day:** Tuesday 20 February 2018

**Conference Day 1:** Wednesday 21 February 2018

**Conference Day 2:** Thursday 22 February 2018
Venue

This year’s meeting is taking place at the **DoubleTree by Hilton Hotel London Docklands**

Full Address:
**DoubleTree by Hilton Hotel London**  
265 Rotherhithe Street,  
London, SE16 5HW,  
United Kingdom

For more information about the hotel, please [CLICK HERE](https://www.HotelMap.com/pro/MGMFP)

Map & Directions

For more information on getting to the hotel, please [CLICK HERE](https://www.HotelMap.com/pro/MGMFP)

Accommodation

We have put together a unique HotelMap that shows hotel deals at the conference venue and nearby.

The CAR-TCR Summit Europe 2018 HotelMap is here: [https://www.HotelMap.com/pro/MGMFP](https://www.HotelMap.com/pro/MGMFP)

If you require assistance with your hotel booking you can contact Jessica Heili, our dedicated concierge. If you email Jessica with your requirements, phone number and quoting Special Reference Code **W-MGMFP** to [Jessica.Heili@HotelMap.com](mailto:Jessica.Heili@HotelMap.com) she will get back to you to discuss your hotel options.
Speaker Manual

Speaking Rooms & Floors

At the CAR-TCR Summit Europe, we will be located at the DoubleTree by Hilton Hotel London Docklands and using the Millennium Room and London Room on the ground floor throughout the main conference (21-22 February). We will be using the Battersea Room for the workshops (20th February).

Passes

As part of your complimentary attendance at the meeting, you have access to conference day 1, 2 and the additional workshop day*

*Please note you have already indicated in your speaker form which days you are available to attend you will not be able to attend additional conference days if not indicated in the speaker form.

Registration

Registration for the conference will take place on the morning of each separate day. Registration always takes place from 8am at the beginning of each day. Please try to arrive as early as possible to avoid rush hour at the desk and to be registered swiftly.

Registration will take place at the Millennium Room at the DoubleTree by Hilton Hotel London Docklands.

At registration please bring with you a business card and you will receive a badge, an agenda and a gift from Hanson Wade. You will also meet Shaksita and if she is unavailable, you will be directed to her upon completion of your registration.

Presentation Guidelines

All presentations at the CAR-TCR Summit Europe need to use Microsoft PowerPoint Format in the following requirements:

- Slides must be in 4:3 ratio aspect
- Files must be saved as .pptx format with your NAME clearly on the saved file
- The CAR-TCR Summit Europe logo needs to be on the first slide – simply copy it here:
Speaker Manual

Please feel free to use your own slide deck format, Hanson Wade does not require use of a standardized template outside of the above requirements.

**We require all presentations by Wednesday 14th February** due to the number of speakers and logistics, as this will enable us to ensure that your presentation is ready on the day. (Please note if you make amends in between the 16th and the conference you will be able to update these slides.)

Rest assured, on this date the only individuals that have access to these slides are Shaksita, Lisa (your second point of contact) and our AV technician who will be uploading the slides. These slides will NOT be used for sharing with delegates.

**Sharing Presentations***

In the week following the meeting, we provide attendees of the conference with access to the presentation slides from the meeting via a link where the slides are made downloadable. These are provided as a PDF only to those who attended the meeting and are only available to download upon the completion of an evaluation form.

*Please let us know by the 19th February if you are unable to share your slides, we will otherwise assume you are able to.

**Presentation Schedules**

All presentation sessions on Conference Day 1 or Day 2 are 30 minutes long. With only 30 minutes for your session, please try to keep introductions and corporate overviews to a minimum and focus on the highest-value part of your talk, where you talk about lessons learned, successes and what challenges remain.

We recommend 25 minutes for your presentation with 5 minutes Q&A.

There will be a member of staff at the back of the room with a 5’ warning card to alert you when 5 minutes of your presentation are remaining please make sure you keep note of this.

**Workshop Day Schedule**

Each workshop at the CAR-TCR Summit Europe is 3 hours long; this is inclusive of a 30 minutes refreshment break. The first half of the session is 1.5 hours long and consists of a presentation with a group activity session. Attendees can be asked to work in smaller groups sourcing knowledge from one another as well as the workshop leader.

The final hour of the session consists of a wrap up on discussion and a summary of the workshop.

Morning sessions are followed by lunch and networking for an hour. A small working lunch is provided to those attending both sessions or the afternoon session only.
Meeting Audience

It is important to know your audience to prepare your presentations accordingly. Over 100 attendees will take part from across 72 different organizations. These companies represent some of the most active CAR-T and TCR discovery and development companies.

The audience is attending to find answers to the key questions around translating the success of liquid tumor CAR-T therapies into solid tumors and ensuring safe and effective therapies that are affordable and accessible to patients globally.

Example job titles of attendees include: CSOs, VPs, and Senior Directors of R&D, Cell and Gene Therapy, Translational Research and Immunotherapy to name a few.

It is a knowledgeable audience, so you won’t need to spend too long addressing the basics and there is no need to over simplify, but they all share a common trait: they are all engaged in finding a solution to the challenges they face, and they are passionate about finding answers and progressing science.

Conference Format

This conference is designed to be different and encourage knowledge sharing and idea exchange therefore; alongside rich content led presentations, this conference also provides many opportunities for formal and informal networking. This networking comes in various forms such as; speed networking, panels and poster sessions. These formats allow us to leverage the shared experience of the entire audience more effectively. It would be great to see all speakers getting involved in these activities where possible.

Marketing Toolkit

We have several marketing tools we use on the day of the conference but also prior to this, in the run up to the meeting if you would like to raise awareness of the meeting and your participation please find some tools and useful links below:

LinkedIn Group: Cell Immunotherapy found here: https://www.linkedin.com/groups/8324412

Twitter Hashtag: #CARTCREU

Here are some phrases you can copy and paste to promote your participation in the event:

Tweet: I’ll be speaking at the #CARTCREU Summit. Check out my talk details here: http://cartcr-europe.com/program/agenda/. Hope to see some of you there!

LinkedIn Post: I’ll be speaking at the CAR-TCR Summit Europe. Find more information here http://cartcr-europe.com/program/agenda/. I’m looking forward to a few days of exciting discussion and hope to see many of you there.
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Checklist & Deadlines

☐ Share and post about your participation at the event on LinkedIn and Twitter

☐ Send Microsoft PowerPoint copy of presentation by **Wednesday 14th February 2018**

☐ Inform us if you cannot share your presentation slides by **Monday 19th February 2018**