

IMPACT2025

Transforming Hospitality and Tourism for Sustainable Future

IMPACT2025 Conference

December 7-9, 2025 | The Hong Kong Polytechnic University

GUIDELINES FOR STAND-UP PRESENTATIONS

- **Presentation language:** The official language for all parallel sessions is English, except for Chinese paper sessions.
- **Presentation Duration:** Each presentation is allocated 12 minutes with an additional 3 minutes for Question & Answer, ensuring a total of 15 minutes. Please stay within the allotted time to allow sufficient time for questions and maintain the schedule. Moderators will strictly adhere to time limits and stop the presentation if necessary.
- **Content Guidelines:** Each presenter should prepare PowerPoint slides for the presentation. Please ensure each slide contains only the most essential information. Avoid overcrowding the slides.
- **Presentation Tips:**
 - Reduce time spent on background information; focus on findings and discussions.
 - Begin with a clear statement outlining the nature and purpose of your study.
 - Speak clearly and slowly; use simple language, short sentences and active verbs.
 - Use suitable graphics to improve focus and understanding.
 - Use tables and figures to enhance the clarity of your data
 - Ensure each slide is devoted to one idea. Avoid cluttering slides with too much information.
 - Ensure all text is large enough to be legible from the back of the room.
 - It is not necessary to send the PowerPoint slides to the academic team prior to the conference. Please prepare a USB drive to conveniently transfer the PowerPoint slides to the computer.