

## Webcast Video Instructions

**Due on or before Thursday, September 17th**

All presentations will be pre-recorded to ensure the highest broadcast quality  
(Speakers will not be required to be present on the day the webcast airs)

1. **Video must be in horizontal view NOT vertical view**
  - a. **Video needs to be HD (720 or 1080)**
  - b. It is highly recommended to use a microphone
2. Send your video to Sohé Sztuk at [exhibitorcs@allured.com](mailto:exhibitorcs@allured.com) through a 3rd party large file FTP system, for example [wetransfer.com](http://wetransfer.com)
3. For Q&A at the end of your presentation:
  - Script the top three questions you receive about your webcast topic and include them at the end of your presentation.
    - Say something like: "Now, I would be happy to answer some of your questions."
    - End with "That's all of the time we have for questions, I will answer any remaining questions offline."
  - Request attendees to submit their questions online and someone from your company will get back to them directly.

### Resources for Attendees on Your Webcast Page (screenshot example next page)

These links will be posted on the webcast page during your webcast, suggestions are:

- Link to Company or product website
- Link to Request a Sample
- Link to Company or product online store
- Link to Company or product show special page
- Link to Company's Youtube channel

Please send these materials to Sohé Sztuk at [exhibitorcs@allured.com](mailto:exhibitorcs@allured.com)

# BEAUTY ACCELERATE >>>

The Event Connecting Brand  
Marketing and R&D Innovation

<VIRTUAL EVENT>

Cosmetics & Toiletries  
The Definitive Peer-Reviewed  
Cosmetic Science Resource

Today's Presenter

Mark Chandler  
President  
ACT Solutions Corp

Mark Chandler is the president of ACT Solutions Corp (Adaptive Cosmetic Technology Solutions), a formulation design consultancy founded in 2012 that serves the cosmetic and topical pharmaceutical industries. With over 30 years of experience, he has worked in a variety of sales, marketing, strategic planning and R&D roles and recently worked as a skin care applications manager for Croda Inc. In addition, he has presented technology throughout the U.S. and in over a dozen other countries, published numerous articles, book chapters and has been granted three patents.

Share with Your Colleagues

6 Reasons to Embrace, Not Fear, High-Humectant Formulas—Responding to New Skin Concerns

Zemea® Propanediol  
Performance in a wide range of  
Personal Care Applications

Q&A

Resource List

- Presentation Slides
- Sanitizer Video
- Request A Sample
- DuPont Tate & Lyle Website
- Cosmetics & Toiletries Website

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## Rehearsal Checklist for a Successful Webcast

Below is a rehearsal checklist to assist in having a successful webcast:

1. Talk Through – Structure
  - a. Say your content OUT LOUD using your notes
  - b. Check your structure to ensure a solid beginning, middle and end
  - c. Watch your verbal pace and filler words
2. Walk Through – Delivery and Timing
  - a. Stand or walk while rehearsing out loud, using notes as little as possible
  - b. Concentrate on posture, gestures, eye contact
  - c. Time yourself and cut extraneous details
3. Dress Rehearsal – Without Stopping
  - a. Rehearse, out loud, without stopping and no notes
  - b. Be brave and record yourself
4. Ask for feedback, self-critique and refine as needed