



Speaker/trainer guidelines

You are invited to give a talk/presentation/training course on behalf of the Copernicus Marine Service as a Copernicus Marine Service representative.

All Copernicus Marine Service representatives have to provide a certain unity in the content, the visual identity of all the presentations and deliver harmonized key messages.

In this context, please:

1. Use the Copernicus Marine Service powerpoint template. If you don't have it, please contact training.cmems@mercator-ocean.fr.
2. Use the first slide to introduce your name, your position and if you want, both your email and company/institution logo. You can mention briefly the link between your institution and Copernicus Marine Service if any (but not go into explanation of the TAC/MFC complex organization – see item 4).
3. Do not use the acronym “CMEMS” but rather state the full ‘Copernicus marine Service’ in your slides or orally. More generally, use as less technical words or acronyms as possible in your presentation if you do not have time to introduce them.
4. Do not present the Copernicus Marine Service TAC / MFC organization and all the entities involved. The Copernicus Marine Service is a network of producers but from the user point of view, it is a one stop shop of Global Ocean & European Seas Marine information. The TAC/MFC organization is introduced in the Copernicus Marine Service general presentation.
5. Adapt the content and the words of the presentation to the audience.
6. Prefer images/pictures/icons/plots (rich media content) instead of texts and equations.
7. As invited speaker, state that your intervention is done in the framework of the Copernicus Marine Service, not in the framework of your institution. In this context, please promote the Copernicus Marine Service as the Copernicus Marine Service representative role for a products line not as your institution representative role.
8. As Copernicus Marine Service representative in a public representation, be supportive of all the internal or external component(s) of the Copernicus Marine Service.
9. Use the last slide to give the Copernicus Marine Service unique point of contact: Copernicus Marine Service - Service Desk email address (do not display personal or producer email addresses): servicedesk.cmems@mercator-ocean.eu

Thank you for your comprehension.