



# AFE Chapter Meeting Tour & Presentation guidelines

**AFE Chapter #74**  
Worcester Area- Central Mass



## AFE Mission

- **AFE provides education, certification, technical information and other relevant resources for plant and facility engineering, operations and maintenance professionals worldwide**
- **At the chapter level we strive to provide quality tours and presentations that are fact driven and non commercial based**



# Chapter Meeting Outline

- 5:30-5:45  
Meeting Time
- 5:45-6:00  
Pre tour discussion
- 6:00 -6:45  
Tour
- 6:45-7:00  
Travel to dinner location
- 7:00 – 7:15  
Networking
- 7:15-7:45  
Dinner, Chapter Business
- 7:45 – 8:15  
Dessert and start of presentation
- 8:15-8:30 – Q&A
- 8:30 End

• All times are estimated and subject to change



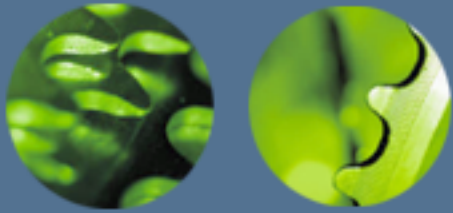
# Tour Program

- Have tour host give location to meet.(lobby, gate, security, etc)
- Allow 15 minute window for stragglers 5:30-5:45 PM
- Have host do a 15 minute pre-tour in a quiet room if possible to explain highlights of the tour and what to look for 5:45 -6:00 PM
- Plant Tour – approx 45 minutes 6:00- 6:45 PM
- Tour End - 5 minutes for Q& A and give directions to dinner location .
- Tour Hosts are welcome to attend meeting and a complimentary dinner for their effort and support of AFE
- Tour Host can refer questions to later in the evening and answer them at dinner.



# Keeping Commercialism out of AFE Presentations

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# Presentations

*Based on the 10 engineering disciplines of AFE*

- Mechanical Engineering
- Civil Engineering and Construction Practices
- Instrumentation and Controls
- Electrical
- Management
- Economics
- Maintenance
- Energy Efficiencies
- HVAC
- Environmental Health and Safety



# Presentation Program

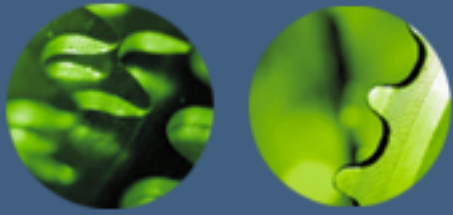
- Have presenter specify beforehand any audio visual equipment they need
- Review that the presentation is a not a commercial sales pitch
- Presentation set up if needed 7:00 – 7:15 PM
- Complimentary Dinner for presenter 7:15 - 7:45 PM
- Presentation – approx 30 minutes 7:45 – 8:15PM
- Question & Answer session 8:15 – 8:30 PM
- Presenters are welcome to attend tour and a complimentary dinner for their effort and support of AFE
- Presenter can refer commercial questions to later in the evening after the meeting concludes



# Commercialism is Prohibited

**Commercialism in AFE technical publications and presentations related to chapter, regional and national meetings is prohibited.**





# What is Commercialism?

Commercialism is inclusion of visual, written, or verbal references to ***any organization*** for the promotion or commercial advantage of that organization or the commercial disadvantage of a competing organization.



## Why do we care?

- The AFE Technical Program is a leading source of technology transfer through the use of live presentations and plant tours.
- It is known as a source for unbiased information delivered in a non-competitive environment.



# Sample Cover Slide

- Ima Speaker
  - Company name, logo, sponsor, etc.
- (All commercial information may be placed on the introductory slide)



## Not Allowed

Inference that AFE approves or endorses any product, software or system for any reason, even if the product, software or system complies with an AFE mission.



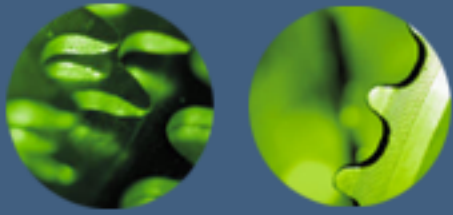
## What is allowed

- First slide: Presenter listing may include the name of author(s)/presenter(s), their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide may also reference the facility owner, facility or site of the study.
- Basically, anything can go on the first slide



## What is allowed

- Bibliographies are allowed, but they must be the last slide
  - It must be a true bibliography, not a list of all publications from a single organization
- Trade or company names and/or logos of historical nature
  - Equipment no longer manufactured
  - Used to build historical context



## What is allowed

- Specific reference may be made to industry-related standards, test methods and codes
- Make, model or sole source of **critical** test instrumentation, reagents or apparatus may be identified as a **footnote** so others may duplicate the research



## What is allowed

The research, programs, policy, legislation or name of organizations, software, government agencies and government-sponsored agencies may be referenced only in order to maintain presentation clarity and relevance.





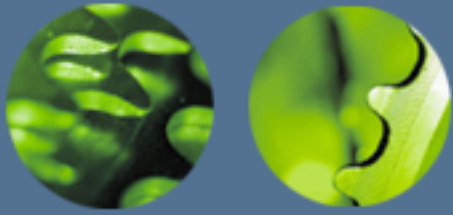
## Tips

- Use generic names. (e.g., R-410a instead of Puron).
- Be aware of what you are photographing.
- Cover product logos before you photograph.
- Look at your software displays.
- Review and rehearse your presentation before you come to the meeting.

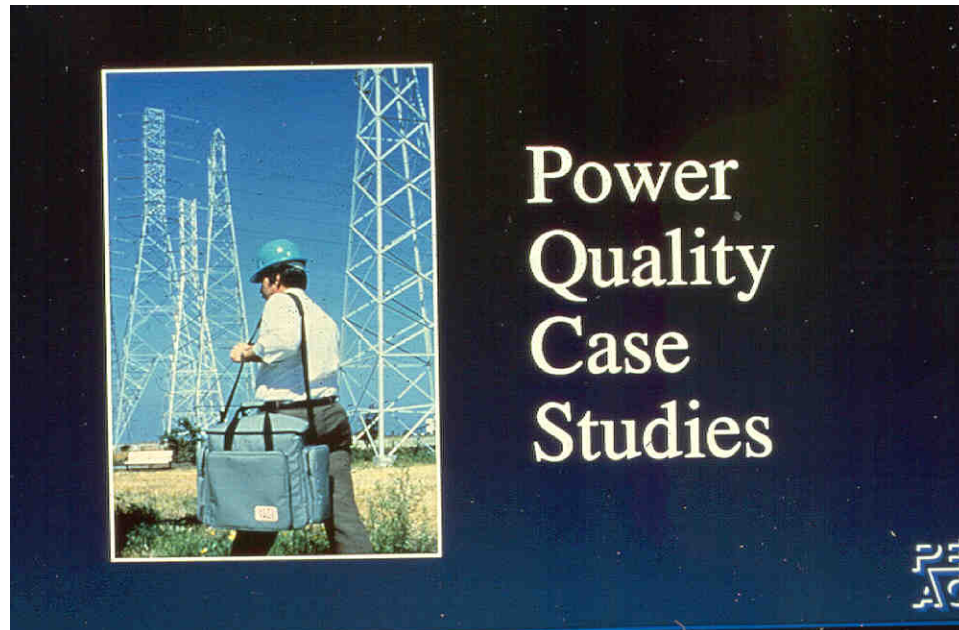


# Things to watch out for

- Logos and watermarks on your slides.
- Photographs of equipment with names/logos.
- Building signs
- Names or logos on software screen displays - photos of displays or LCD projection systems.
- Don't imply AFE approves or endorses a product
- Handouts to be non commercial information
- Don't hand out commercial materials at sessions unless asked after the presentation



# What is wrong with this picture?



Company logo.



## Remember

Use common sense.

We are not looking to limit programs, just enforce the rules of the association to maintain a high standard for the presentations.

***When in doubt, take it out!***