



PV CELLTECH CONFERENCE

27-29 October 2020

PV CELLTECH 2020 ONLINE

celltech.solarenergyevents.com

INTRODUCING PV CELLTECH 2020 ONLINE

WHY PV CELLTECH IS AN ONLINE EVENT IN 2020

- ▶ PV CellTech 2020 was previously scheduled to take place in Penang, Malaysia during March 2020.
- ▶ The event had to be delayed owing to global restrictions on travelling and holding live events, arising from the COVID-19 pandemic.
- ▶ With the PV industry having gone through many technology changes since PV CellTech 2019 was held in March 2019, it was considered essential to make the event happen during 2020; this led to the decision to make PV CellTech 2020 an online event.

WHEN WILL THE EVENT TAKE PLACE?

- ▶ PV CellTech 2020 Online will take place over a 3 day period: 27-29 October 2020.
- ▶ 9 Sessions will be covered during the 3 days (3 sessions per day).
- ▶ Each session will be technology-specific, featuring 3 invited talks from CTOs or equivalent.
- ▶ Sessions will be spread out across different time zones, with replay options for attendees.
- ▶ Therefore, the event will showcase 27 presentations, each chosen to help understand PV cell technology trends and roadmap directions.

WHERE WILL THE EVENT TAKE PLACE?

- ▶ PV CellTech 2020 Online will be hosted on a dedicated, secure online platform.
- ▶ Speakers deliver presentations remotely, through the conference application.
- ▶ Attendees log-in to participate in the sessions, and to engage with the speakers, other attendees and companies present at the event.
- ▶ A wealth of meetings, chat, and discussion options are available, to fulfil the key role of networking that is a hallmark of PV CellTech events.

WHAT WILL PV CELLTECH 2020 ONLINE LOOK LIKE?

- ▶ Everyone attending PV CellTech events in the past has come to expect an agenda of speakers that is unique within the industry. This is what you will see with PV CellTech 2020 Online.
- ▶ 27 presentations delivered by the CTOs and Heads-of-R&D from the leading global cell manufacturers, equipment and material suppliers, and key technology-transfer R&D institutes.
- ▶ The entire event moderated by the Chair of PV CellTech, Dr. Finlay Colville.
- ▶ While many events/conferences today are rushing to host virtual 'group chat sessions' as a substitute to in-person events, PV CellTech 2020 will focus on quality of talks, quality of speakers, and quality of presentations.





FEATURES & BENEFITS OF PV CELLTECH 2020 ONLINE

ONLINE AGENDA & SPEAKER PROTOCOL

- ▶ The agenda will run over three days (27-29 Oct. 2020).
- ▶ Each day will feature different sessions, spread out to allow access in different zones.
- ▶ Speakers will deliver presentations remotely, viewed on the online conference platform.
- ▶ Presentations will be uploaded by the event organizers prior to delivery.
- ▶ Similar to the Penang events, each session will be moderated and allow for audience Q&A.
- ▶ Speakers will have visibility on audience attendance and post-event download/enquiry.
- ▶ Each talk will be 20 minutes in duration (similar to previous PV CellTech events), with 10 minutes after each talk for questions from the audience/moderator.

ENGAGING WITH OTHER CONFERENCE ATTENDEES

- ▶ Interacting and engaging with fellow conference attendees is, by nature, different when comparing an in-person event with a remote online platform. The online conference platform does however allow for a range of similar and new opportunities in this regard.
- ▶ Pre-arranged meetings can be undertaken, similar to any event, ahead of the online conference. Various options are available to facilitate this.
- ▶ Ad-hoc meetings – a key part of any conference – can also be undertaken through various chat and messaging tools for introduction and/or re-engaging known industry colleagues.
- ▶ Break-out meeting rooms are available for interacting with other members of the audience. Engagement to follow up offline outside the event platform is something many will choose to do.

DELEGATE PARTICIPATION & BENEFITS

- ▶ Event delegates (including all invited speakers) will be able to view all presentations through the online platform.
- ▶ To accommodate for the global audience participation in PV CellTech, there will be an opportunity to view presentation recordings in different time zones.
- ▶ Delegates will be able to ask questions during and after each presentation through online features.
- ▶ Speaker presentation downloads will be available post-event, similar to previous PV CellTech conferences.

SPONSOR/PARTNER MARKETING & PROMOTION

- ▶ All partner company branding (logos, profiles, advertising) will be promoted through various online/digital platforms:
 - The new PV CellTech 2020 Online digital conferencing facility.
 - PV CellTech event website (same as previous events), including White Papers, etc.
 - Email marketing campaigns by the PV CellTech / PV-Tech.org teams (same as previous events).
 - PV-Tech Q&A features (as previous events)
- ▶ Within the new online conferencing facility, a wide range of sales/marketing and promotional tools are available:
 - Speaking during the agenda on company products & technology offerings.
 - Table-top facility online.
- ▶ Enhanced lead generation features:
 - Audience participation and engagement with speaker topics.
 - Downloaded materials.
 - Requests for meetings (during the event, or with the ability to take offline).
 - Follow-up enquiries.
- ▶ Delegate tickets & VIP allocations/nominations are similar to in-person events.



ONLINE SPONSORSHIP DELIVERABLES

| SPONSOR OPTIONS | PV CELLTECH 2020 |
|--------------------------------|---|
| Corporate marketing & branding | » All features online/digital |
| Table-top stand | » Interactive online portal with marketing resources including online meeting facility, brochure downloads etc. |
| Company delegate tickets | » All delegates attend online |
| Guest VIPs | » All guest VIPs attend online |
| Speaking slot at conference | » Speakers deliver presentations through online conferencing facilities |
| Panel session participation | » Panelists attend sessions online |
| Whitepaper on event website | » Whitepaper uploaded on event website |
| Feature on PV-Tech website | » PV-Tech website will continue to feature event news and interviews |