



Present at an ATAA Meeting to a knowledgeable and discerning audience!

Speakers at Meetings

The ATAA seeks knowledgeable speakers to present at meetings and to provide information for publication on the ATAA website. The ATAA is a member based, not-for-profit association of traders and investors who make use of technical analysis in the financial markets.

Presentation can be delivered on a wide range of subjects of interest to financial market traders and investors. These include:

- Technical Analysis methods and practice
(from Gann, Charting and to advanced Quantitative Methods)
- Trading system design and implementation
- Risk and money management considerations
- Trading and Investing psychology
- Macro-economic analysis and outlook.

If you are interested in presenting at an ATAA meeting, please contact the relevant ATAA Chapter President or send an email to the ATAA Speaker Coordinator. Contact details can be found on the ATAA web site in the "Contact Us" section. If you have been approached by the ATAA this guide will provide you with information concerning your proposed presentation.

Audience

ATAA members are traders and investors, both professional and private. Some 40% of our members have more than 10 years in the ATAA and often many years of market experience, other members have intermediate and "learner" skills. The majority of the audience will have an interest in the equity markets, with roughly 20 - 30% interested in other markets such as futures, options and currencies. We select speakers to present a range of advanced, intermediate and basic topics.

Financial advice

All presentations should be educational in nature, aimed at improving the Knowledge and skill of traders and investors.

Financial advice **MUST NOT** be provided by speakers who do not hold an ASF licence.

Licensed Speakers must quote their ASF licence number and abide by their licence conditions. Again, we would strongly prefer that the presentation focus is educational and general financial advice is not provided.

Presentation format and content

Meeting venues are equipped with a computer, digital projector, screen and laser pointer. Most have speaker systems. You can bring your slide presentation to the meeting in PowerPoint or PDF format on a USB thumb drive. Many venues have facilities to record synchronised voice and slide presentations.

Many of our speakers are enthusiasts presenting their own methods, and ideas. Others are industry professionals hoping to build their own personal or company reputation and gain business from ATAA members. Both presentation reasons are valid.

If you are attempting to build business with ATAA members we stress that the best way is to deliver an excellent educational presentation with a low-key sales content.



We ask that any overt marketing information of goods and services be delivered in the last 5 minutes of the presentation.

A speaker new to the ATAA may be requested to submit a presentation for review prior to acceptance.

You may also make pamphlets available to meeting attendees from "pickup" points. A sample of any handouts should be posted to the meeting organiser at least one week prior to the meeting. Material, particularly from unlicensed speakers, must be checked for AFS compliance.

Presentation duration

The duration of presentations is dependent on the local meeting program. Visiting speakers generally speak for about one hour, however sometimes the program allows for longer presentations sometimes with a break in the middle. There is also scope for shorter presentations.

Presentation length need to be agreed with the meeting organiser.

Promotion of you and your presentation.

We promote you and your presentation extensively on the ATAA website and in our newsletters to members and registered visitors . We ask you to provide:

Contributor Profile (as a Speaker)

- Text of around 150 words (absolute maximum: 200 words)
- A head and shoulders photo, final size at least 150x200 pixels.
- Name and any educational post nominal's
- Member of the ATAA? – since? - other associations?
- Website address or contact details
- Formal education
- Relevant employment and experience
- Trading interests and outcomes

Presentation Abstract

- Text of around 150 words (absolute maximum: 200 words)
- Name of presentation
- What the presentation will cover
- What aspects of Technical Analysis (or related areas) will be explored
- What the listener will go away with
- What level (Beginner, Intermediate or Advanced) will be covered
- Will the presentation be made available for the ATAA web site?

You contributor profile and presentation abstract must both be professional in nature, they must not include excessive superlatives and claims that are difficult to verify. They must not exceed the maximum length. The ATAA reserves the right to précis and edit your submissions for length, removal of excessive superlatives and claims that are difficult to verify. The ATAA may do this without reference to you.

Payment and Expenses

The ATAA in a not-for-profit association run by volunteers. The association is open to anyone interested in Technical Analysis. We work hard to keep our cost base low. We do not pay for presentations – other than with our appreciation. If our speakers are "Market Professionals" who hope to provide services or software to our members we ask that you defray your own travel and accommodation expenses (if any). On the other hand if you are a private trader with no commercial interests



we will meet reasonable travel and accommodation expenses where necessary. Please discuss this with your meeting organiser.

Opportunities for promotion

The ATAA provides speakers and authors with a number of opportunities to advertise themselves and their businesses. The ATAA website is viewed by ATAA Members and many site visitors.

When you submit your presentation (either slides or recording) for publication on the ATAA website your personal profile, photo and abstract will be available to all website visitors. However your actual presentation will only be available to ATAA members. Note: Your profile can contain your website address, email and/or phone number.

If you are a member of the ATAA (as many market professionals are) you can submit a "paragraph advertisement" in our "Members who provide Services" section. Visit the ATAA website at ATAA.asn.au to check out the options.

The ATAA welcomes submissions of articles for our member's website. The ATAA membership has a primary focus on technical analysis. They trade and invest in all financial markets, including shares, futures and FOREX. Since our primary focus is on technical analysis, articles which introduce new technical analysis based trading and investing concepts and techniques will be the most highly regarded. However, we are also keen to publish articles on subjects related to trading and investing, such as trading and investment strategies, risk management and market psychology.

If you have an article which addresses these matters, we would be delighted to have the opportunity to consider it for publication on our website. Please forward your article to <mailto:Publications@ATAA.asn.au> or make contact with the "Publications Director" (details in the "Contact Us" section of the ATAA website) to discuss your project.