

# What is the Rail Forum Roll Call?



This is where one representative of a member organisation is offered an opportunity to briefly outline their company with specific reference to the event subject matter (60 max slots available over 3 roll call sessions)



- ✓ Timing is strict - **20 seconds only**
- ✓ **Be prepared:** Focus on the subject matter rather than the corporate credentials
- ✓ Patron and Premium members registered for the event will be **automatically provided** a roll call place. Remaining places are allocated based on date of registration booking and eligibility.

## Prepare in Advance

Start a few days ahead; don't leave it until the day of the event.

## Write it down

Speaking to a large audience can be nerve-racking. A clear, well-written script helps you communicate confidently and concisely without missing key points (and have your reading glasses handy!). Better still, learn it by heart.

## Practice Makes Perfect

Use a strong, confident voice, keep a balanced pace (don't rush to squeeze everything in), stand up, and be mindful of your body language.

## Review the Programme and Delegate List

Understand who will be in the room and what will genuinely interest them.

## Craft Concise, Compelling Messaging

What problem do you solve? What are your customers' pain points, and how do you help?

## Deliver with Passion and Presence

Use natural gestures to reinforce your message. Address the whole room (including those behind you), and make sure people can clearly see your face.