

From the Scientific Programme Committee, let us welcome you to this year's European Conference on Severe Storms. We look forward to seeing old friends, meeting new ones, and having a stimulating scientific programme. You can download the conference programme on the ECSS webpage.

To have a stimulating conference, the Committee has a few instructions and guidance for presenters and the audience. Please read this entire text.

ORAL PRESENTATIONS

We have two plenary speakers, two invited talks, and a panel discussion scheduled.

Plenary Talks (40 minutes + 5 minutes questions):

The Future of Tornado Forecasting and the Role of the NWS Storm Prediction Center – Greg Carbin
Confronting the Effects of Surface Drag on Severe Storms using Numerical Simulations – George Bryan

Invited Talks (25 minutes + 5 minutes questions):

Simulation of Historic European Tornado Events using the 20th Century Reanalysis – Harold Brooks
The Interaction between QLCs and Marine Atmospheric Boundary Layers – Kelly Lombardo

Panel Discussion:

What is missing in severe storms forecasting in Europe?

Panelists: Greg Carbin (SPC, USA), Christoph Gatzen (Meteogroup, Germany), Tanja Renko (MHS, Croatia), Dan Suri (Met Office, UK), Yong Wang (ZAMG, Austria)

Moderator: David Schultz

Good discussion after the presentations can make a big difference in the quality of the conference. One of the common complaints about conferences is that there is not enough time for questions; as soon as a good discussion gets going, it's time to move onto the next talk. To address this issue, we are implementing two things.

1. We expect speakers to stick to the strict 12-minute limit on oral presentations (with three minutes for questions). Session chairs will stop the presentation should the speaker not be concluding the presentation.
2. The Committee decided to reserve extra time for discussion, to be used at the discretion of the session chair to allow interesting scientific discussion to continue, yet still ending on time for coffee or lunch. The conference schedule on the web site shows 15-minute slots, but that is because of the rigidity of the conferencing software. In reality, the schedule will be much more fluid.

We are hoping to create an environment that is stimulating for the audience. Speakers were selected because their talks address big research questions and are more likely to generate interesting discussions. Speakers can contribute to this environment by the following: Make sure that your talk addresses issues that other researchers, forecasters, or both would be interested in. Address these two questions in your talk.

1. Why should the audience be interested in my research?
2. Why do I want the audience to remember from my talk?

Look for connections between your research and what others are doing, where possible. Doing so will make the talks more interesting and encourage interaction among the attendees and more lively question-and-answer sessions.

POSTER PRESENTATIONS

There will be two poster sessions: Tuesday and Thursday, immediately following lunch and running to and through the coffee break (1430–1630). The Committee felt that this would allow a relaxing lunchtime without the rush for attendees to head back into sessions and suffer the post-lunch slump in attention. We hope that this schedule encourages all conference attendees to attend the poster session and engage with the presenters.

Creating and delivering posters can be a challenge: How to get all that information onto a single page? We would request that poster presenters try to limit the amount of material on the poster and instead focus on take-away messages for the attendees. The posters should be designed to a maximum size of A0. Think about marketing the ideas on the poster effectively so that it is clear what you learned and what others can learn from your work, with the goal of them adopting your techniques or achieving better understanding your meteorology. Doing so will help make the conference poster session more engaging and memorable for the audience.

GUIDANCE

To help us achieve high-quality talks and stimulating poster presentations, we have attached to this text chapter 25 “Constructing Effective Oral Presentations” and chapter 27 “Potent Poster Presentations” from *Eloquent Science: A Practical Guide to Becoming a Better Writer, Speaker and Atmospheric Scientist* (<http://www.eloquentscience.com>). We hope that speakers and poster presenters will benefit from the guidance in these two chapters for this conference, as well as others in the future. Permission to distribute these two chapters for free was generously provided by the American Meteorological Society.

For those wanting to publish their research in the Special Collection for the conference in *Natural Hazards and Earth System Science*, a free writing and publishing workshop will be held 1900–2030 on Sunday 13 September led by David Schultz, one of the three Editors of the Special Collection. Please register for this event, if you have not already.

AWARDS

To encourage high-quality presentations and engage the audience in the programme, awards (determined by a panel of judges) will be presented to the best oral and poster presentations. Awards will also be given to the best student presentations. We will also give awards to the audience favorite poster and oral presentations. The audience awards will be determined by ballot, given to all attendees when registering. Please make every effort to attend the poster and oral presentations throughout the week to ensure that your vote represents the best of the best.

If you have any other questions, please don't hesitate to contact us.

Sincerely,

Bogdan Antonescu
Johannes Dahl
Pieter Groenemeijer
David Schultz