Do’s

• Innovative and original
• Case studies and best-practice
• Solutions to difficult problems and challenges.
• Real-life, practical experience
• How to sessions: Learning and practical advice they can apply directly to their jobs
• Speakers who are senior industry experts and thought-leaders, and/or technical experts
• End-user speakers who can share their practical experience
• New research and insight

Don’ts

• Sales, product and service pitches.
• Inappropriate speakers e.g. business development, sales and marketing practitioners.
• Generic, unoriginal content that can be easily accessed on the internet or via other information sources.
• Material that has been presented previously at other conferences and events.

Call for Speakers 2021
6 Top Tips for Success

1. Select the right topic
   • The topic should be new and emerging, or provide a fresh perspective/new angle on how to solve an existing challenge. If the topic is in the news now, will it still be timely when Infosecurity Europe 2021 takes place?
   • Tech Talks: The topic should be of an intermediate to advanced technical level.
   • Strat Talks: The topic should provide strategic business insight.

2. Select the right speaker
   • Speakers should be industry experts with personal experience of dealing with the challenges addressed in the presentation, who can share practical insight that delegates can apply to their organisation.
   • Case-study presentations by end-user clients presenting case studies or clients presenting with vendors/service providers are well received.
   • Sales and marketing professionals will not be accepted as speakers.

3. No sales pitches
   • Delegates are looking for presentations by industry experts not sales, marketing and business development professionals.
   • For the Tech Talks, delegates are eager to hear from technical experts who can share their expertise and drill down into the topic.
   • Product and service pitches are badly received by delegates and presenting a thinly disguised sales pitch is detrimental to your brand. The talks are an opportunity to demonstrate your industry expertise and thought-leadership by providing knowledge, advice and solutions that are not product/service related.

4. Be innovative, creative and original
   • The delegates are looking for innovation, original content and research. Submissions that meet this need will be well received by the Advisory Council.
   • Remember we will receive a high number of submissions covering popular hot topics. To be successful you need to develop a fresh and innovative perspective on the topic. Make sure you differentiate your submission from the competition.
   • Share your enthusiasm and passion for the topic in the submission.
   • Think about different formats to present the information: rapid debate, 20 key questions, 5 top tips

5. Tailor the talk to the audience
   • Ensure you tailor the talk to the delegate who will attend the session.
   • Tech Talks – ensure the content is highly technical and valuable to a technical audience.
   • Strat Talks – ensure the content is provides strategic business insight.
   • If you feel that your content is appropriate for both the Tech & Strat Talks it is too generic and not targeted enough.

6. Provide actionable insight and tangible learning outcomes
   • The delegates are looking for ‘Actionable Insight’ – ideas, practical knowledge and best-practice examples that will help them to solve the challenges they are facing.
   • They should be able to apply this insight directly to their role and organisation. The presentation should provide 3-4 key takeaways that the attendee can apply to their own organisation and role.