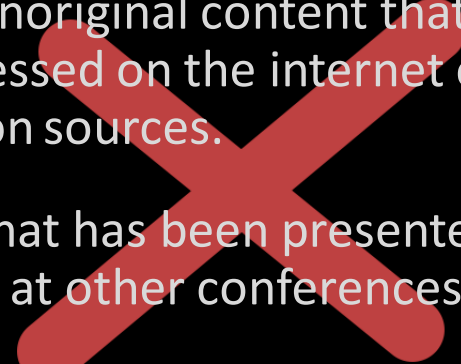


Do's

- 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
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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.
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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 2022 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.