

infosecurity[®]

EUROPE

21-23 JUNE 2022 EXCEL, LONDON

2022

Speaker Information: Insight Stage



Emma McGrath

Infosecurity Europe

21st – 23rd June

SPEAKER INFORMATION: INSIGHT STAGE

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SPEAKER INFORMATION: INSIGHT STAGE

Key Information

About the sessions

Each session in the Insight Stage is **45 minutes** long, with a break of **15 minutes** between each presentation.

Silent Seminars

To minimise the impact of noise from the show floor, we will use a 'silent seminar' system.

In the Insight Stage, each attendee will be given a headset and will listen to the presentation through the headset.

You will also be given a silent seminar head-set as you may prefer to use it at the end of your presentation for the Q&A element of your session. You will not need to wear a headset during your presentation.

This means that although you might hear sound from the show floor when you are making the presentation, you need not be concerned that this is impacting the audience's ability to listen to you.

AV Support

AV support will be provided for you in the theatre – but if you would like to discuss any special requirements, please contact emma.mcgrath@rxglobal.com by **Friday 29th April.**

Please note that the podium in the Insight Stage Theatre has a hard-wired internet connection.

*If you plan to use your laptop and have a Mac, please ensure that you bring your adaptor with you as we do not have adaptors as standard in the theatre.

SPEAKER INFORMATION: INSIGHT STAGE

Presentation Guidelines

Presentation Slides Deadline: The deadline for sending your slide deck to emma.mcgrath@rxglobal.com is **Friday 20th May**.

You **must** use the slide template provided and please ensure your slides are in a **widescreen 16:9** format.

If you are not able to complete your presentation by the deadline then please let Tracy know as soon as possible.

Also, please remember to bring along a copy of your presentation to the event on a USB stick.

Format of presentation: You have 45 minutes for your session, to include **30-35 minutes** for your presentation or panel discussion and **10-15 minutes** for the Q&A.

Actionable takeaways slide: Please include a final PPT slide in your presentation that provides for 3-5 key takeaways/learning points from your session that the attendees can take away and apply to their business. Each presentation must include actionable intelligence and takeaways. We will be producing a PDF of the learning points from all the sessions at Infosecurity Europe that visitors will be able to download after the event, and I would like to include some key points from each presenter.

Sales/product pitches: It is essential that you avoid making sales/product pitches. We consistently receive poor feedback about sessions that have included sales/product pitches. To ensure that your presentation is well received, and you are perceived as a thought-leader, please ensure that you provide practical insights, expertise, and information that visitors can apply to their business/role. Take this opportunity to demonstrate your industry expertise and thought-leadership by providing knowledge, advice, and solutions that are not product-related.

SPEAKER INFORMATION: INSIGHT STAGE

On-the-day

Before your session:

- Please arrive at the Insight Stage at least **20 minutes** before your session is due to start.
- Please remember to bring a **back-up copy** of your presentation on a **USB stick** – the presentation should be in PPT format. There will be an AV technician in the theatre at all times.
- Upon arrival in the Insight Stage, please make yourself known to the Reed Theatre Specific Point of Contact (SPOC) who will be there to help you if you have any problems.
- Please ensure that you are fitted with a microphone and that you have been given a ‘silent seminar’ headset.
- Please familiarise yourself with the theatre laptop if necessary (your slides will have been pre-loaded if you have already provided your presentation).

During the session:

- Please keep within the allocated time given (45 minutes including the presentation and Q&A). It is vital to the smooth running of the theatre that we keep to the specific start and finish times for all sessions. If your session runs over, it will impact the following speakers.
- If you are running over time the SPOC will indicate to you to finish your presentation. The SPOC will also indicate when you have 5 minutes of your presentation left.

SPEAKER INFORMATION: INSIGHT STAGE

Scanning

Infosecurity Europe staff will scan visitors as they enter the theatre for the session. Exhibitors are **not** permitted to have their own scanners at the door.

You will be provided with the attendee data from your session one working day after your presentation. The data can be downloaded via the exhibitor portal.

Promoting your participation in Infosecurity Europe

There are many ways you can promote your participation as a speaker at Infosecurity Europe. Some ideas are listed below but please let us know about any additional ideas you may have.

- **Twitter:** Tweet about your participation. Please use the hashtag **#infosec22** and the twitter handle **@Infosecurity**.
- **LinkedIn:** Join the Infosecurity Europe Professionals and Infosecurity Thought Leaders LinkedIn groups. Why not post a discussion in these groups and others, referencing the topic you are going to be speaking on and highlighting your participation?
- **Infosecurity Europe Blog:** Why not pose some questions to get your audience warmed up to the issue you'll be presenting on?
- **PR:** Work with our PR agency, Origin Comms, to generate as much interest pre-show and unlock press opportunities on the day. Contact us at infosec@origincomms.com

10 Top Tips for a Successful Presentation

1. Think about who your audience is and make sure your content is relevant for that audience.
2. Make sure your presentation has a logical flow and includes an overview at the beginning and a conclusion at the end.
3. Keep your slides simple and clear.
4. Share specific examples to illustrate a point.
5. Share new, different, and unique perspectives.
6. Don't just read your slides – use them as a guide or to illustrate points.
7. Provide clear actionable information, insight, learning, and advice that the audience can take away and apply to their business.
8. Speak clearly, make eye contact, and be enthusiastic.
9. Consider using different presentation styles such as panel, Q&A interviews, etc.
10. Avoid sales pitches!

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Contact Details

Should you have any queries about speaking at Infosecurity Europe 2022 please contact:

Emma McGrath, Conference Executive, Infosecurity Europe 2022

E: emma.mcgrath@rxglobal.com

Ph: +353832057548