

**info**security<sup>®</sup>

EUROPE

21-23 JUNE 2022 EXCEL, LONDON

2022

Speaker Information: Keynote Stage



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Infosecurity Europe

21<sup>st</sup> – 23<sup>rd</sup> June

## SPEAKER INFORMATION: KEYNOTE STAGE

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## SPEAKER INFORMATION: KEYNOTE STAGE

### Registering for Infosecurity Europe 2022:

You will be registered for the show using the information you provided on your speaker information form. You will be provided with a Keynote Speaker badge. If you have not yet completed your speaker information form then please do so ASAP [here](#).

### Leaders Lounge

As a Keynote Speaker you have access to the Leaders Lounge which is in the Show Floor. The Lounge provides a quiet haven for you to relax, check emails and calls etc. away from the hustle and bustle of the exhibition floor.

### Keynote Speaker Lounge

You also have access to the Keynote Speaker Lounge which is located next to the Keynote Stage and is the ideal place to prepare for your presentation or meet-up with your fellow panellists before your session.

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## SPEAKER INFORMATION: KEYNOTE STAGE

### **Panellists & Moderator: Key information**

#### **Format of the panel:**

The panel discussions feature 3-4 speakers and a moderator who will lead the discussion. The objective of the panels is to share best practice with the audience and provide new perspectives on the key challenges and issues in the industry. The attendees should leave the session with 3-4 ideas that they can apply to their business and their roles. (Some panels are discussion only where there is no need to prepare slides. Other sessions include a short 5 minute introductory presentation by each panellist.)

#### **Actionable takeaways PPT slide:**

For each panel we will end with a slide showing 4-5 key learning points. The moderator will collate these after speaking to all panellists to get their thoughts. The moderator will send the learning points to me one week before the show and I will create the slide. The learning points will be published on the website after the conference.

#### **Pre-event panel planning:**

The panel and moderator will be introduced to each other 3-5 weeks before the show. The moderator will liaise with the speakers via email or individually, alternatively we will organise a conference call for the panel to discuss the content of the session if it is more convenient. This is to ensure that the panellists have the chance to contribute to the content of the discussion and to make sure that they are happy with the questions that will be discussed. It is also an opportunity for the panel to agree on the key learning points that will be shared on the final slide at the end of the discussion.

Once the moderator has liaised with the panellists he/she will produce a list of questions/discussion points which will be circulated to the panel one week before the event to give you time to prepare.

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## SPEAKER INFORMATION: KEYNOTE STAGE

### Panellists:

#### On the day:

- Please arrive at the Keynote Stage at least **1 hour** before your session is due to begin. You will then be introduced to the other panellists and invited to take your place on the stage.
- You are invited to meet before your session in the Keynote Speaker Lounge, which is located next to the Keynote Stage.
- As a speaker in the Keynote Stage, you have a Leader's pass to the event which enables you to make use of the Leader's Lounge. You and your panel may prefer to meet in the Leaders Lounge before your session to run through things, and then arrive together at the theatre **1 hour** before the session is due to begin. Please allow at least 10 minutes to walk from the Leaders Lounge to the Keynote Stage.
- Upon arrival at the Keynote 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.
- The session will open with a brief introduction and make some quick house-keeping announcements regarding turning off mobiles, completing feedback forms\* etc.

#### During the session:

- Please keep within the allocated time given. It is vital to the smooth-running of the theatre that we keep to the specific start and finish times for all sessions.

#### At the end of the session:

- If you are interested in press interviews (press 1:1 meetings or general press interviews at the event), please feel free to visit the Press Office or contact [infosec@origincomms.com](mailto:infosec@origincomms.com)

**\* We analyse the data from the feedback to rate the success and value of each session. This intelligence is used as a basis for guiding the content for future sessions and is the sole guide used to evaluate the success of a session.**

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## SPEAKER INFORMATION: KEYNOTE STAGE

### Role of the moderator

The role of the moderator is to lead and manage the panel discussion, which involves posing questions to the panellists, taking questions from the floor and ensuring that the panel runs on time. There are two elements to this – pre-event and at the event.

#### Pre-event:

In the lead up to the event I will put the panellists and moderator in touch with each other, you are free to liaise individually with the panellists or we can organise a conference call for the whole panel. The purpose of this is to allow the moderator and the panellists to discuss the content of the session and for the speakers to provide any ideas they may have on discussion points or questions to be asked during the session. Once the moderator has liaised with the panel, they will produce a list of 10-12 questions that will form the basis of the session. The discussion often flows more effectively if the moderator produces questions individually tailored to each speaker if possible.

The list of discussion points/questions need to be returned to me a week before the conference so that it can be sent out to the speakers to give them enough time to prepare.

For each panel we will end with a slide showing 4-5 key learning points. The moderator is responsible for collating these after speaking to all panellists to get their thoughts. The moderator will send the learning points to me one week before the show and I will create the slide. The learning points will be shown at the end of your panel and published on the website after the conference.

#### At the event:

On the day the moderator's role is to introduce the panel (the moderator may choose to give each speaker a couple of minutes to say who they are and describe their role, or may prefer to introduce each speaker by reading out their name and job title). The moderator will then lead and manage the panel, posing questions to the speakers, taking questions from the floor and keeping to time. The aim is to create an interesting and dynamic discussion. The moderator needs to summarise the key points of the session at the end.

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## SPEAKER INFORMATION: KEYNOTE STAGE

### Best Practice Tips for Moderating

Some tips you might wish to consider to ensure the panel is as dynamic and informative as possible include:

1. Avoid long introductions – try to get into the discussion as quickly as possible.
2. Target specific questions to specific panellists rather than having each panellist address each question.
3. End with each speaker giving one closing piece of advice/takeaway or ‘big picture’ perspective that can perhaps tie in with the key takeaway slide.
4. Consider taking questions from the audience throughout the panel rather than at the end as this will ensure the audience is engaged throughout – definitely wait no longer than 20 minutes before involving the audience.
5. Thank you. End by thanking each panellist by name and ask the audience to join you in showing their appreciation.

### 8 top tips for a successful panel discussion

1. Be prepared: Think through the topic of the discussion and be prepared to share anecdotes and practical experiences that will engage the audience. Don't be scripted but make sure you are prepared.
2. Share specific and practical examples to illustrate a point.
3. Share new, different and unique perspectives.
4. Provide clear actionable information, insight, learning and advice that the audience can take away and apply to their business.
5. Think about who your audience is and make sure your content is relevant for that audience.
6. Do follow-up on points made by your fellow panellists if you have something to add and keep it conversational. Feel free to disagree with points made by your fellow panellists.
7. Speak clearly, make eye contact and be enthusiastic.
8. Be prepared to make succinct, 30 second closing remarks to highlight the key points/learnings you would like the audience to take away with them.

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## SPEAKER INFORMATION: KEYNOTE STAGE

### Speakers: Key information

#### AV Support

AV support will be provided for you in the theatre – but if you would like to discuss any special requirements please contact [marine.schikowski@rxglobal.com](mailto:marine.schikowski@rxglobal.com) by **Friday 29<sup>th</sup> April**.

*\*If you plan to use your own 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.*

#### **Presentation Guidelines**

(Not applicable to panellists)

**Slide template:** Please use the Infosecurity Europe slide template provided for your presentation and please ensure it is in **Widescreen 16:9 format**.

**Actionable takeaways slide:** Please include a final PPT slide in your presentation that includes 3-5 key takeaways/learning points from your session that the attendee can take away and apply to their business. 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.

**Presentation Slides Deadline:** The deadline for sending your slide deck to [marine.schikowski@rxglobal.com](mailto:marine.schikowski@rxglobal.com) is **Friday 20<sup>th</sup> May**.

If you are not able to send it by then please let Marine know as soon as possible. **Please also bring a copy of your presentation to the event on a USB stick.**

## SPEAKER INFORMATION: KEYNOTE STAGE

### Speakers: On-the-day

#### Before your session:

- Please arrive at the Keynote Stage at least **1 hour** 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 Keynote 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.
- Please familiarise yourself with the theatre laptop if necessary (your slides will have been pre-loaded if you have already provided your presentation).
- The session will open with a brief introduction and make some quick house-keeping announcements regarding turning off mobiles, providing feedback\* etc.

#### During the session:

- Please keep within the allocated time given. 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.

#### At the end of the session:

- At the end of your session please ask attendees to share their feedback via the email they will receive after the event.
- If you are interested in press interviews (press 1:1 meetings or general press interviews at the event), please feel free to visit the Press Office or contact [infosec@origincomms.com](mailto:infosec@origincomms.com)

**\* We analyse the data from the feedback to rate the success and value of each session. This intelligence is used as a basis for guiding the content for future sessions and is the sole guide used to evaluate the success of a session.**

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## SPEAKER INFORMATION: KEYNOTE STAGE

### PR Opportunities

As part of the promotion for Infosecurity Europe there are a number of initiatives planned around the Keynote Stage in the Conference Programme.

**Our PR team, Origin Comms, will contact you directly to discuss promotional opportunities that may be relevant to you** (unless you specified on your speaker confirmation form that you do not want to be contacted regarding PR).

Please see below a number of ways you can be involved.

### Press and media engagements

- a. **Pre-event press coverage:** A number of publications will be interested in interviewing speakers before the show for insights and commentary in news articles surrounding the show.
- b. **Availability for interview during the event:** The Infosecurity Europe PR team, Origin Comms, will also be handling media requests in the Press Office throughout the duration of the show. Please let them know if you would be available for interview on the day/s you are attending, and they will add your details to their *Industry Experts* database. The Press Office is situated in the Henley Suite on the gallery floor and can also be used as a meeting point/location for any interviews arranged by your own PR teams/departments.

If you need to contact the Infosecurity Europe PR team you can reach them at [infosec@origincomms.com](mailto:infosec@origincomms.com)

**NB:** Journalists are likely to be in attendance during the Keynote sessions. Most sessions are **not** held under Chatham House Rule (unless otherwise specified) so please be aware of this.

## SPEAKER INFORMATION: KEYNOTE STAGE

### Promoting your participation in Infosecurity Europe through social media

*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?
- **Download the Infosecurity Europe app:** Let your contacts know that you can network with them via the Infosecurity Europe mobile app.
- **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](mailto:infosec@origincomms.com)

### Location

The Keynote Stage will be located in Show Floor.

### Contact Details

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

Marine Schikowski, Conference Content Manager, Infosecurity Europe 2022

T: +44 7776 545992

E: [marine.schikowski@rxglobal.com](mailto:marine.schikowski@rxglobal.com)

On the day contact number: +44 7776 545992

