



EUROPE

21 – 23 JUNE 2022 | EXCEL LONDON

Call for Speakers Submission Guidance

Call for Speakers 2022



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The **Tech and Strat Talks** are a series of inspiring, bite-sized presentations addressing the latest technical and strategic challenges, and sharing up-to-the minute information security and cyber security insight, knowledge and best-practice. The Talks form a key part of the Infosecurity Europe conference programme.

Strategy Talks tackle the strategic business challenges and issues impacting how effectively an organisation protects itself against the latest security threats.



Tech Talks address the technical aspects of executing and implementing an information security strategy. The talks provide intermediate to advanced technical insight and research.



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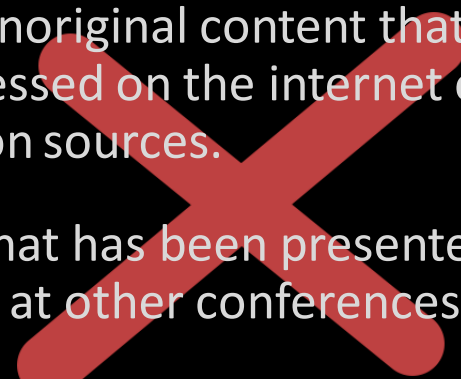
Key Dates for Submission

Action	Deadline
Submission Opens:	Thursday 7 th October
Submission Closes:	Tuesday 30 th November
Submissions reviewed:	December/January 2022
Notified of results:	w/c 28 th February 2022

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.
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Selection Criteria



Talks are reviewed and scored against these three key areas:

1. Content quality, topicality and relevance

The content should be highly relevant and focused on current and emerging critical issues in information security and provide new and innovative perspectives, research and solutions (not product based) to key challenges. Best-practice case studies providing practical takeaways are very well received.

2. Value/benefit to the attendees

The session should provide actionable insight by providing strategic insight, practical knowledge and learning that attendees can apply directly to their jobs regardless of whether they purchase a particular product. There must be clear learning outcomes and benefits to the delegate of attending this session.

3. Speaker credentials

The speakers should be business experts such as CISO, CSO and technical experts such as Chief Research Officers and not sales, marketing and business development practitioners. End-user client speakers are very well received as delegates value insight from end-user peers.

Diversity in Information Security: Infosecurity Europe is committed to supporting diversity and inclusion in the industry and would welcome, and appreciate, submissions that reflect our efforts.

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Selection Process

The submissions are reviewed by an independent Advisory Council to ensure that the Talks that offer the greatest value and benefit to the delegates are selected. The review process takes place in the following stages.

Stage 1: Incomplete submissions and sales/product/service pitches are eliminated from the process (Please note that if you do not provide full contact details for the speakers this will be classed as incomplete).

Stage 2: Submissions are reviewed by the Infosecurity Europe Call for Speakers Advisory Council. The Advisory Council comprises industry experts from the end-user, academic and analyst community.

Stage 3: We will contact you via email to let you know whether your submission has been successful or unsuccessful.



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How to complete the submission form

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1. Click the submission link

- Click on the submission link. It can be found on the website, also you can find the link [here](#).
- The person who submits the form will be noted as the logistics contact from your organisation who will co-ordinate the presentation in the run-up to the event.

2. Seminar Details

- Provide as much depth as possible and use the full word limit
- Ensure that the title of the session clearly shows what the session will cover and ensure the title highlights the benefits of the session for the audience.
- Provide an interesting, engaging and informative outline of the session.

3. Speaker Details

- Full contact details are required for the speakers. If you do not provide direct contact details for the speaker/s it will be assumed that the speaker has not consented to participate and the submission will not be considered.
- We will not accept changes to speakers once the submission has been accepted.
- We will contact the speaker directly if the submission is successful.

4. Additional Details

- This information will help us to market your seminar if successful

Please note:

If you are making a submission on behalf of a speaker, please ensure that you have checked that the speaker/s is/are available before you make the submission. We will contact the speakers directly as soon as a submission has been successful. If the proposed speaker is not available you will not be able to submit a replacement.

If you make a submission we assume that the speaker is available to participate.

FAQs

Who can make a submission?

Contracted Infosecurity Europe 2022 exhibitors, recognized thought leaders, tech experts and end-user practitioners can make a submission.

How many submissions can I make?

Applicants can make up to 3 submissions each (across both Tech & Strat Talks).

Can the Talk be a product or service sales pitch?

No. Sales orientated presentations will not be accepted.

Who do the delegates want to hear present the Tech and Strat Talks?

The speakers must be business and technical experts and not sales, marketing and business development practitioners. Delegates want to hear from 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.

How long is the session?

25 minutes including Q&A.

Can you explain the review and selection process?

The submissions are reviewed by an independent Advisory Council to ensure that the Talks that offer the greatest value to the delegates are selected.



6 Top Tips for Success

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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.

Other Speaking Opportunities



Technology Showcase

This on-floor showcase is a great place to hear about new and existing products, services and solutions.



Innovation Showcase

The Cyber Innovation Showcase is a platform for exhibitors to demonstrate innovative new products, and for visitors to stay abreast of new innovations in information security technologies.



Security Workshops

The Security Workshops are in-depth, extended sessions covering a range of business critical topics in a practical and interactive format.



Insight Stage

A series of 60 minute sessions, bringing together end-users and vendors to engage in open discussion and exchange expertise.



Talking Tactics

Benefit from a series of case study presentations sharing practical, actionable learning on industry challenges. Leave the talks equipped with new approaches to the strategic and tactical challenges you face.

For more information on other speaking opportunities at the show, please contact your account manager or:

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Contact

Should you have any questions regarding the call for papers submission process please contact:



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