

Getting Your Speaking Proposal Accepted in 2013

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Agenda

- RSA Conference Europe 2013
- 2012 Demographics and Metrics
- 2013 Call for Speakers Information

RSA Conference Europe 2013

RSA CONFERENCE



- Amsterdam RAI, The Netherlands
- Call for Speakers open now
 - close 24th April
 - Notifications: late June



Delegate Demographics

Industry	2012 , %
Computer Technology & Communications	25
Computer Security	23
Financial Services	19
Government	12
Technology	6
Education	2
Insurance	2
Retail	2
Manufacturing	1
Healthcare	1
Other	7

From Europe	88%
Avg. Years in Security Industry	9.0

Position	2012 , %
Executive Level	12
Director/Manager/Supervisor	36
Consultant	13
Senior Professionals/Professionals	34
Others	5

Functional Group	2012 , %
Information Security	55
Information Technology	12
Management	10
Sales & Marketing	9
Others	14

What Are Delegates Looking For

- **European-focused** initiatives, challenges, policies, legislation
- Information/learning they can apply to their jobs
- Best practices/lessons learned
 - Real implementation stories/ detailed case studies
- Intermediate to advanced materials
 - Gear to experienced security professionals
 - No entry- level or definitions
- Good speakers, experts, luminaries
- No product or solution pitches



Submission Process: Topics and Tracks

- Tracks are determined annually based on
 - Previous year's metrics
 - Security issues/events over the year
- Tracks not finalized/ published until agenda goes public
- Submissions have choice of 31 topic selections

Submission Topics 2013

- Application Development
- Application Security
- Applied Cryptography
- Business of Security
- Cloud Security
- Cybercrime
- Cyber Warfare
- Data Security
- Endpoints
- Governance, Risk & Compliance
- Hackers and Threats
- Identity Management
- Insider Threats
- Law
- Mobile Applications
- Mobile Security
- Network Security
- Physical Security and Critical Infrastructure
- Policy & Government
- Privacy
- Professional Development
- Research Revealed
- Security Awareness
- Security Intelligence
- Security Trends
- Social Engineering
- Social Networking
- Strategy & Architecture
- Virtualization
- War Stories
- Wireless Security

Session Selection Process

- First level review
 - Mapped to tracks (potentially more than one)
 - Incomplete submissions, blatant pitches eliminated
- Major review: Programme Committee
 - Each track has 2-3 Programme Committee judges composed of experts in the field
 - Security professionals, government employees, attorneys, scientists, technology experts, researchers

Session Selection Criteria

- The interest in the topic
- ***Session Detail***
- The technical merit of the session
- Best proposal compared to similar submissions
- Previous scores of the speaker, if available

- *New speakers welcome!* 44% of RSA Conference Europe 2012 speakers were new.

Session Formats

- Individual Speaker
- Co-presenters (2 speakers)
- Panel (3-4 panelists)
 - Moderator acts as facilitator; panelists do not use slides
 - *All panelists must be confirmed at time of submission*
- Session length
 - 50 minutes

The Proposal

- Short Abstract (400 characters)
 - Used to market session to attendees; appears online
- Quick Abstract (200 characters)
 - Used in printed materials
- Session Detail (2,500 characters)
 - Provide more detail on the session and show how the speaker will deliver on the learning objectives
- Technical ratings
 - Advanced
 - Intermediate
 - General interest

Top Reasons for Rejection

- Incomplete submission
- Sales pitch
- Presentation is too basic
- Multiple submissions on the same topic
 - Be unique!
 - For popular topics you are competing with known experts
- Presenter title and/or experience
- Previous speaker ratings
- *Long abstract does not provide enough information about the session*



Increase the Odds

- Highly rated speaker from previous Conferences
- Panels – hotly debated issues; controversy
- Real world experience and knowledge
- Implementations that are different; challenge conventional thinking
- Review the 2012 presentations
- Spend time on the session detail
 - Specify what your session will cover

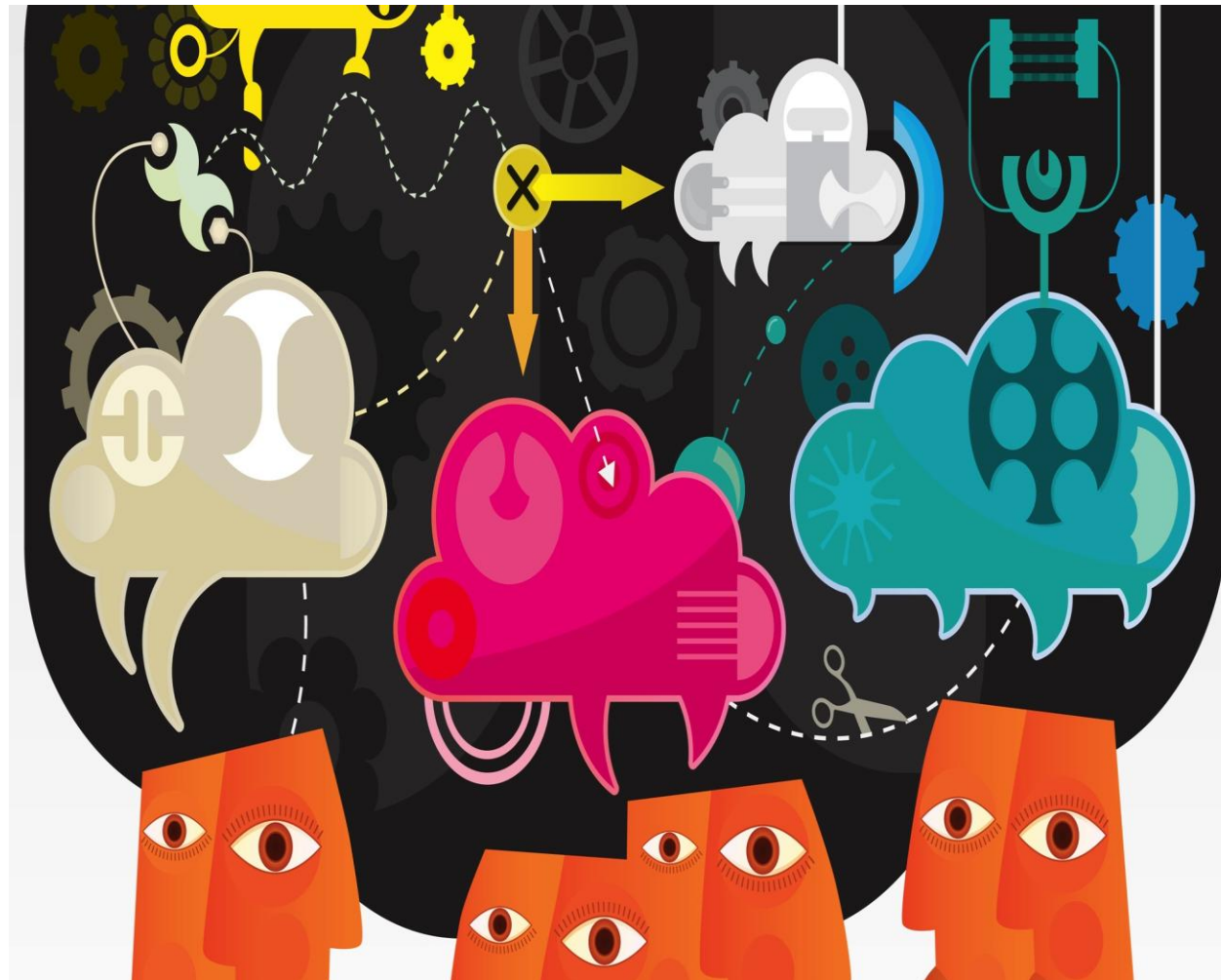
Be Innovative!

- Think outside the box to stand out from the competition
- Do you have 2 different viewpoints/speakers on a topic?
 - Make it a co-speaker session with 2 lightning rounds - 25 minutes each
- Do you have a great debate topic?
 - Create a panel with a moderator and 2 debaters (~panelists)
- Try a different panel approach
 - Each panelist takes a deeper dive into a topic
 - Each panelist interviews the next one

Behind the Scenes – the Programme Committee Selection Process

What do your peers want to attend?

- Judges think of their “Dream Track”
- Quality topics, speakers
- Solving hard problems, new discoveries or methods
- Interesting security issues
- Upcoming problems



Key things to think about

- What unique insights do you have
- Be creative
- Have a good story around why you can present.



After You've Been Picked – Slide Review

- Does it match the description, abstract?
- Is it technical enough?
- Is it telling the story?
- Don't miss the PowerPoint deadlines!



Result: You giving a great talk to your peers!



- Questions to think about
 - In the next six months what experiences can you share with RSA Conference delegates?
 - Is there someone you would like to have as a co-speaker?
- View the presentations from RSA Conference Europe 2012:

rsac.me/11i9IPi

[\(365.rsaconference.com/community/archive/europe?view=documents#/\)](http://365.rsaconference.com/community/archive/europe?view=documents#/)

- Use offline form to prepare your submission first
- More questions – speakers@rsaconference.com