

CALL FOR CONTENT / YOUR STEP-BY-STEP **GUIDE**

The RAI, Amsterdam
europe.content@money2020.com



16-18 JUNE 2020
Money **EUROPE**
20/20

OVERVIEW

Money20/20 has always given audiences the clearest, sharpest view of the disruption agenda – it's what's made us the world's most potent blend of people, tech, money and ideas across our four annual events in Europe, USA and Asia.

In 2020, Money20/20 Europe will be bringing the giants and gamechangers together to forge the future of the industry.

This June, the most exciting, provocative and engaging industry minds will be gracing our six massive stages to answer the eight biggest questions facing us as an industry.

We're betting you have the answers to these questions too.
We want you to answer them with us.



YOUR STEP-BY-STEP GUIDE

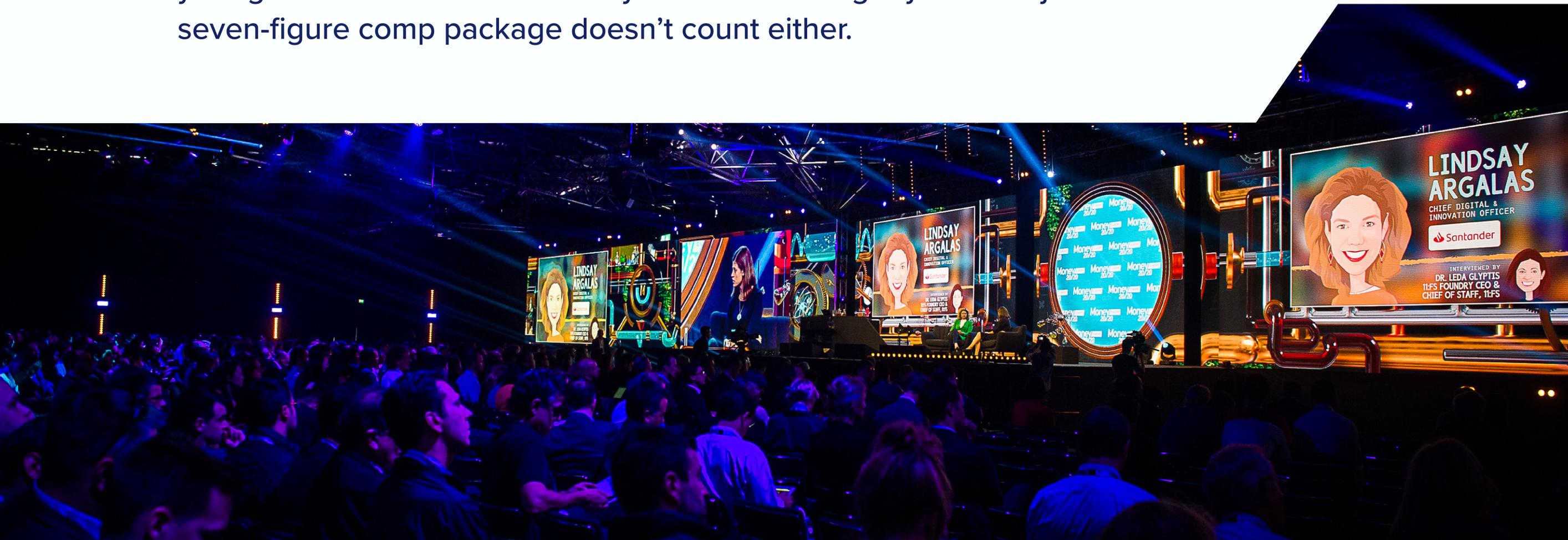
FIRST WHY, THEN *HOW*.

Forget the WHAT. Start with **WHY**. (Thank you, Simon Sinek.)

Clearly define for yourself and for us **why** you want to speak at Money20/20 Europe. What exactly do you want to achieve?

If you don't have a **clear goal** and an understanding of **why** you want to be on stage, you don't need to be on stage.

Spoiler alert: no, simply walking on the stage of Money20/20 Europe **cannot** be your goal. To become an industry influencer and get your next job offer with a seven-figure comp package doesn't count either.



YOUR STEP-BY-STEP GUIDE

We look at content submissions through the eyes of our audience and so should you. When you have decided on the why for yourself, think of the **why for the audience**: are your why and the audience's in sync? Ask yourself:

How and why will it **inspire, engage, motivate** and **affect** the audience?

What is the **practical value** for the audience? What will they **learn**? What will they be able to take back to their companies and **apply**?

Why does it **matter**? How will this content **drive the industry forward**?



CHOOSE YOUR SUBMISSION TYPE

DO YOU WANT TO SUBMIT A *SPEAKER* OR A *SESSION*?

Now that you are set on the why, comes the how.

What's the best way to achieve your goal?

Well, you are in luck, because this year, we have revamped the submission process to allow you to submit ***either*** of the following (***or both***):

- **A SPEAKER.** Got a rockstar in your midst that you want to flaunt to the world? Tell us who they are and which of the show's big questions can they help answer. Tell us why they are so amazing, and why it would be a crime to miss what they have to say.
- **A SESSION.** Got a whole session idea in mind? Submit a fully designed content session, where you have decided the topic, format and speaker(s). Whether it's a panel, interview, debate or presentation, this option allows you to explore a topic in full, with the right speaker(s) telling the story. Any session idea you submit must be unique, exclusive to, and delivered for the first time at Money20/20 Europe.

CHOOSE YOUR SUBMISSION TYPE

Neither of these options is better than the other and we don't have a favorite type. Either way, it's quality over quantity - we want the best you have to offer, not every single offer you have.

THE AUDIENCE SHOULD BE WALKING AWAY SAYING THINGS LIKE

- "That was abundantly clear and useful."**
- "I never thought about it that way."**
- "I can't believe they brought that up. It's about time someone has."**
- "I've got to tweet this."**
- "I can take this and run with it."**



AND NOT SAYING THINGS LIKE...

- "That was a sales pitch. They were clearly just promoting themselves/their product."**
- "I could have read that on the website"**
- "There was no energy on stage."**
- "I expected them to be open and honest. This was a corporate boilerplate."**
- "I could have googled this."**
- "They didn't cover anything I don't already know."**



WHAT IS THE RIGHT FORMAT FOR YOU?

Choosing the right format is essential to delivering impactful content. A format can make or break the experience for everyone in the room.

Consider formats carefully. Great sessions can be in traditional or unconventional formats, but at the end of the day, they must deliver value. Different formats and delivery styles work better than others depending on the session and your objectives.

PRESENTATION

Whether it's a straightforward presentation on a topic, a case study, proprietary research, or a tech demo, a presentation is your opportunity to show concrete learnings that the audience can take away and implement into their business.

Presentations are usually 20 minutes long. We want to see passion, authenticity (no autocue), and slides that make people lift their heads and phones to record that moment or insight in their memories and devices.

PANEL/DEBATE

A panel discussion or debate explores important topics through the perspectives of either stakeholders with differing viewpoints or direct competitors. The best panels are high energy, discuss controversial topics, and tackle provocative questions. They also disagree a lot.

Panels can range from 30 to 50 minutes and require an interrogative, ruthless and impartial moderator. Each panelist must bring a unique perspective; in a best-case scenario, their opinions will oppose those of someone else on the panel.



INTERVIEW

1-1 interviews are good for raw conversations on personal journeys and cringeworthy missteps. They are informal, intimate and break down the barriers between everyone in the room.

Interviews can be anywhere from 15-25 minutes. The interviewer should be well-prepared to grill the guest. The guest should be ready to give honest responses, confess to unexpected viewpoints or experiences and share learnings that cannot be found in a Google search.

OTHER

None of the above formats work for you? Invent a new one – we're totally here for it!

If you have a session idea that doesn't fit into the above, let us know and we can create something together that will shock the audience. It doesn't even have to be on-stage content. Do you want to host a discussion at one of our parties? Or maybe in a private space in the venue? Tell us more.



WHAT QUESTION CAN YOU ANSWER BETTER THAN ANYONE ELSE IN THE WORLD?

We are not in the business of consistency. We like to be first. So this year, we are ripping up the rulebook on how an agenda should be structured. Rather than theme our content by industry sub-sector (banking, payments, DLT etc.), like you've seen at every conference ever, this year, our agenda will be structured around the biggest questions that keep everyone in the industry up at night.

These hard-hitting questions will help the audience work out how to adapt to a continuously evolving environment – how to get comfortable with the constant change, deal with uncertainty, work out new differentiators, and stay ahead of the competition.



WHAT QUESTION CAN YOU ANSWER BETTER THAN ANYONE ELSE IN THE WORLD?

Long story short, here are the eight big questions we are organising our agenda around:

- 1. Which bleeding edge will become the leading edge?**
- 2. Where do I play and how do I win?**
- 3. How do I build a boringly sustainable business model?**
- 4. How can infrastructure become my unfair advantage?**
- 5. What does success at scale look like?**
- 6. How do I surf the wave of regulatory change?**
- 7. Why can't we get trust right?**
- 8. Macroeconomic storms: will I need an umbrella, a raincoat, or a boat?**

WHAT QUESTION CAN YOU ANSWER BETTER THAN ANYONE ELSE IN THE WORLD?

Every one of these big questions is a universe in itself. There is no single or simple answer to any of them, and we're not looking for you to answer one of these questions on your own. We want you to show a perspective, a lens, an angle: a factor that actively impacts how others can answer the question for themselves. It's a Matryoshka doll that we want you to unpack with us.

Think of each question as a puzzle. Do you have a piece of it? Want to tell us how success at scale looks like, for example, from a talent acquisition or fundraising perspective? How to evolve your technology stack depending on your stage of development? How to minimize your incremental CAC and maximize the LTV? Bring your piece and assemble the whole picture with us.



WHO IS THE BEST PERSON TO SPEAK?

We will keep it short and sweet: who we choose to speak is not always the highest-ranking person in the company - it's the right person. It just often happens that leaders are leaders for a reason, so sometimes the right person and the highest-ranking person are one and the same. But that is not a rule.

WHO IS THE BEST PERSON?

1. PRESENTATION

Who knows all the ins and outs of the topic? Who knows the back end like the back of their hand? We want someone who can tell the story in detail and answer any unexpected questions with insight and authenticity. Someone who got their hands dirty executing the project they're talking about. Our experience tells us that it's likely but not necessarily going to be the CEO/CTO/CPO/CIO, but never the sales guy. (No offense to sales and marketing people - your work is hard, and we fully appreciate it, but this is a job for a project or product person.)

2. RISK THE DETAILS

Be ready to dish the dirt. Not a single person in the audience is interested in boilerplate corporate lines and blindly positive outlooks. We know that behind the scenes, successful projects can be full of peril and we want to see it. On our stages, it's not always the result that matters, it's the details of the journey.

3. DIVERSITY

We expect a broad range of speakers that reflects the industry at large, including diversity of gender, age and ethnicity.

WHO IS THE BEST PERSON?

4. PHONE A FRIEND

You may have the right speakers at your disposal, but don't limit yourself to people in your company. You could also choose to host legendary people on our stage who can share something important with the audience and help you break the Internet. Bringing a customer, partner, investor or advocate along to help tell your story can often elevate a great session to an epic one.

5. DO THE MATHS

Come prepared to share numbers. Not “a substantial customer base,” but “X thousands/millions of customers.” Every business and product has relevant metrics to measure growth, success and progress. Be ready to share those metrics.



AM I READY TO SUBMIT A PROPOSAL?

HERE IS AN EASY CHECKLIST TO MAKE SURE YOU ARE READY TO SUBMIT A PROPOSAL

- You know exactly why you want to speak at Money20/20 Europe and what you are trying to achieve.
- You've decided on the type of submission that is most relevant to your goal (a speaker vs a session, or both).
- If you're submitting a session, you've chosen the best format to present your content.
- If you are submitting a session – you know the 3 key takeaways the audience we get from it. These takeaways should be included in presented materials. The entire Money20/20 team should not be able to find these takeaways online if they were searching for a light year. Trust us, we will google them and, by sheer force of will, may very well find them. That is how much we care.
- You know where your proposal sits within our list of themes (aka big questions).
- You have chosen the perfect person(s) for the job and can 1000% guarantee their participation in the event of acceptance onto the agenda.
- You have read the questions we're going to ask you in your submission and prepared answers for them, remembering that you can't save your form before submitting it.

**WHAT IS THE
SUBMISSION
PROCESS?**

WHAT IS THE SUBMISSION PROCESS?

APPLICATIONS OPEN

MONDAY 4TH NOVEMBER 2019

Submit your proposal through the online form on Money20/20 Europe website.

- Please do not send proposals directly to the team. Unless you are Beyoncé, we will not be reviewing any proposals that don't come through the online form on our website.
- You can submit as many different proposals as you want, but do not submit the same proposal more than once. This will not increase your chances of being selected.

[Click here](#) to submit a proposal.

EVALUATION

NOVEMBER - FEBRUARY 2020

We will do our best to give you a response within 5 weeks of your proposal being submitted. Please keep in mind that we evaluate each submission exclusively on the merit of its content and speakers. Sponsorship is not a factor in our evaluation.

There are four types of response you can expect from us:

- An approval/offer to speak
- A rejection
- A counter offer (we offer you a different speaking opportunity that you applied for)
- A request for more information

RESPONSES SENT

DECEMBER 2019 - MARCH 2020

If you receive an approval/offer to speak, our registration team will provide you with a discount code to buy your ticket at 50% discount from full price (a special speaker rate ticket). Your ticket will be valid for all three days of the show and will give you access to all areas of the show including the speaker lounge.

You will be responsible for registering your own pass, as well as covering all logistical costs associated with your attendance.

Please keep in mind that if your approved proposal mentioned other speakers, you will be responsible for securing their participation and for ensuring that the costs associated with their attendance are covered, including their tickets and logistical costs.

APPLICATIONS CLOSE

FRIDAY 31ST JANUARY 2020

We understand that the world does not end on 31st January, 2020, as much as we'd love if it did, so we could finalise our agenda nice and early. It may very well happen that 2020 will unveil undeniably eye-popping industry developments we just can't and won't pass by. So, while applications will be officially closed on January 31st and we will be building the agenda from the applications we receive before that date, all applications submitted after 31st January will be registered in a waiting list.

If you wow us with a late application, you will hear from us. If you don't hear from us, and you submitted your application after January 31st, 2020, you can assume your application is on our waiting list, and we won't be in contact unless we find a place for your proposal on our agenda.

CONFIRMATION AND ANNOUNCEMENT ON THE WEBSITE

DECEMBER 2019 - MARCH 2020

Once we settle on a final offer with you and you accept it, your session content is confirmed, your speakers have bought their tickets, and we've got all the visual assets we need from you, we will announce and promote the hell out of you on our website, through our social channels and in our marketing campaigns.

Please don't panic if your session is not 100% complete on the website – because we want what you see at the show to be the most relevant and fresh content in the industry, our agenda is continuously evolving.





Money EUROPE
20/20

Money EUROPE
20/20

**HAVE ANY FURTHER QUESTIONS?
REACH OUT TO:**

Content
Elena Mesropyan & Gary Dempsey
europa.content@money2020.com

Sponsorship
Bryony Naylor
bryony@money2020.com

Press & media
Munpreet Marbay
munpreet@money2020.com