

3-5 JUNE 2019
Money EUROPE
20/20

Call for Content at Money20/20 Europe

Your Step-by-Step Guide



The RAI, Amsterdam
europe.content@money2020.com

Apply Now

Table of Contents



➔ Money20/20 Overview

- 2 The Event
- 3 Attendee Demographics
- 4 Speaker Demographics

➔ Step 1: Brainstorming Your Content Proposal

- 5 Topic: What is Your Story?
- 6 Get Inspired by FinTech Visionaries from Last Year
- 8 Agenda Themes: Where Does Your Idea Fit?
- 9 Speakers: Who is Best to Tell Your Story?
- 10 Format & Staging: How Can You Tell Your Story?

➔ Step 2: Write & Submit Your Proposal

- 11 Call for Content Process & Deadlines

➔ Step 3: Prepare for Your Moment in the Spotlight

- 11 Pre-Event and On-Site
- 12 Money20/20 Speaker Guidelines & Responsibilities



Money20/20 Overview

The Event

From the inaugural event in Las Vegas in 2012, the Money20/20 series has grown to include Money20/20 USA, Money20/20 Europe, Money20/20 Asia, and Money20/20 China. Money20/20 Europe has experienced unprecedented growth since our launch in Copenhagen in 2016, which we embraced by moving to our new home in Amsterdam in 2018.

Our Content

Taking to the stage provides a unique opportunity for our speakers to showcase their talents and cement their position as industry thought leaders. We pride ourselves on delivering best in class case studies, hard-hitting panel discussions and unconventional formats that challenge and inspire our audience, and this is where you come in.

We're the widely acknowledged industry-standard platform for you to:

- ✓ Engage with the industry's most high-profile audience
- ✓ Learn the latest and most impactful disruptions
- ✓ Make major announcements
- ✓ Launch new products or companies
- ✓ Connect with your customers & secure new ones
- ✓ Fundraise or source investments
- ✓ Raise brand awareness
- ✓ Seize new business opportunities
- ✓ Develop partnerships & collaborate

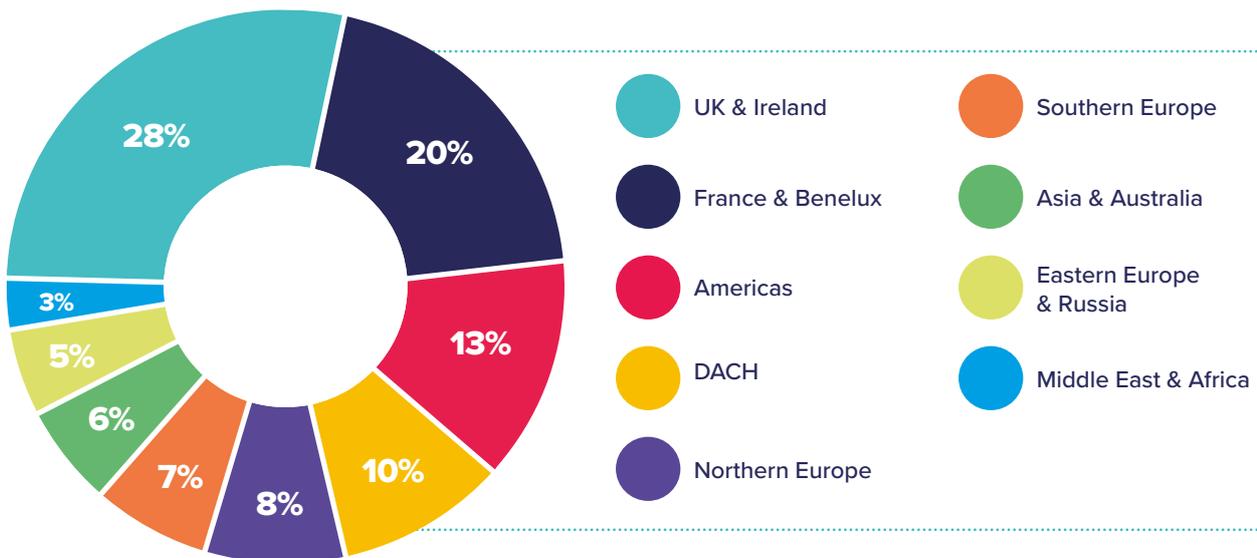




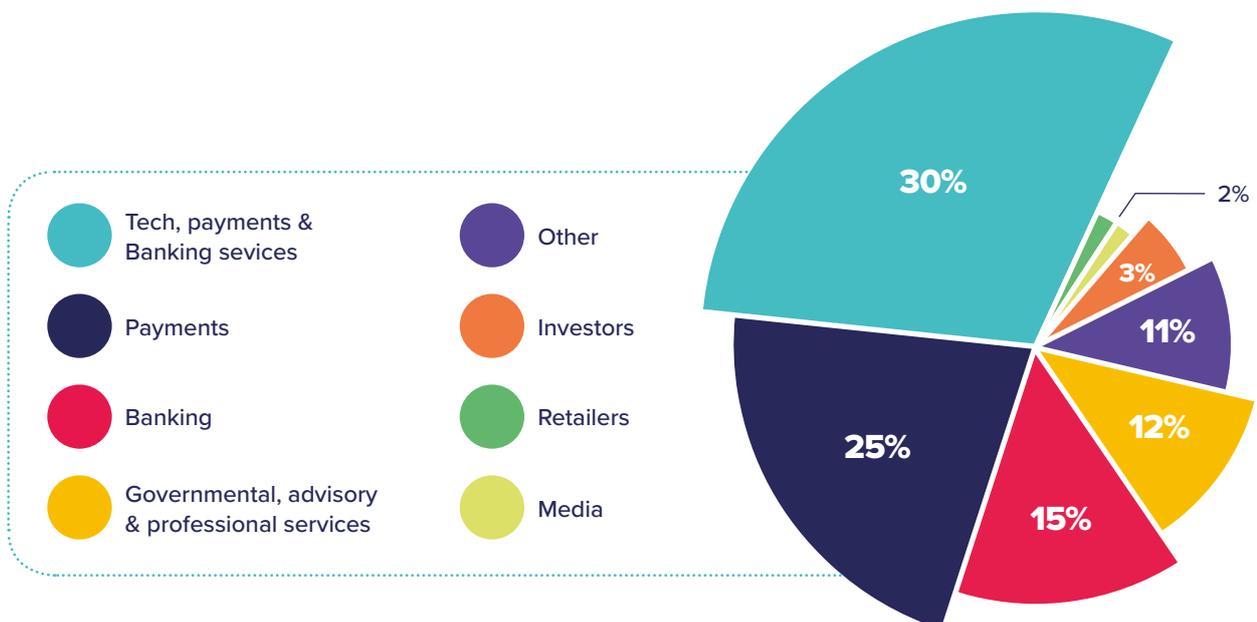
Attendee Demographics

Money20/20 is unique in bringing together every key sector in the increasingly growing payment and financial services ecosystem. With 6,000+ attendees in 2018, Money20/20 Europe attracts the most influential senior leaders across Europe and the world.

Attendees by Region*:



Company type*:



*Based on Money20/20 Europe actual figures from 2018



Step 1: Brainstorming Your Content Proposal

Topic: What is Your Story?

Take a moment to think about the story you want to tell at Money20/20 Europe and why.

Think about the following:

- 1 Why does it matter? How will this content move the industry forward?**
- 2 What is the value for the audience? What will they learn?**
- 3 How and why will it inspire, engage, motivate and affect people?**

Like the most successful FinTech startups, the best Money20/20 sessions tend to focus on a single clear message or idea.

Some of the types of content that resonate well with the audience include:

- Insights on today's or tomorrow's FinTech landscape
- How-to guide on a hot topic
- Deep-dive case study
- Debate on a burning industry issue
- Big announcement or game-changing development
- Inspirational piece or a big idea
- Call to action
- Fresh ways of thinking

Your Money20/20 Europe session will be most successful if it is:

 <p>Relevant Explore topics that are meaningful to the payments and FinTech industry today.</p>	 <p>Disruptive Shake things up a bit; bring thought leadership that truly disrupts that status quo.</p>	 <p>Surprising Give your audience something valuable and unexpected.</p>
 <p>Substantive Cover your topic with depth; avoid platitudes or superficial content.</p>	 <p>Revolutionary! On the cutting-edge; boldly creating the future of money</p>	 <p>Newsworthy Make a significant announcement, such as a new product or partnership.</p>
 <p>Educational Provide key takeaways and actionable insights; attendees come to Money20/20 Europe to learn.</p>		 <p>Fresh Deliver content that is current, new and exciting; don't rehash stale presentations delivered previously in other forums.</p>
 <p>Innovative Share examples of innovation that are truly changing our industry; more than just incremental.</p>	 <p>Genuine Be open and honest rather than scripted and corporate; attendees will appreciate your authenticity.</p>	 <p>Future-Focused Look ahead; where will the industry be not just tomorrow but in 3, 5, or 10 years?</p>



Agenda Themes: Where Does Your Idea Fit?

The Money20/20 Europe agenda covers the critical and concrete ways that innovators in payments, commerce and financial services are creating the future of money. Our content is bold, insightful and at times, provocative.

We organize our agenda into thematic tracks that group sessions based on their content. Each track is comprised of multiple sessions covered in a variety of formats. This helps make the agenda easier to navigate and helps facilitate networking opportunities for attendees with common interests.

Please see the Money20/20 Europe website for more details on this years themes.



**Banking
Transformation**



**Payments Evolution
& Innovation**



**Platform
Ecology**



**Inclusive
Finance**



**Transformational
Technology**



Future Commerce



**Data Driven
Innovation**



**Identity &
Authentication**



**Cyber Security &
Risk Management**



**Brand Building
& Marketing**



**Entrepreneurship
& Investing**



**Regulation &
Compliance**



Speakers: Who is Best to Tell Your Story?

The suggested speakers play a huge part in the success of a proposal. You may have the perfect speakers within your own organization, which is great, but don't limit your thinking. You might also choose to host amazing speakers from outside your company that will bring even more value to the Money20/20 audience. Our goal is for the speakers at Money20/20 Europe to represent the diverse group of stakeholders that comprise the payments, commerce and financial technology ecosystem. As you consider the speaker line-up for your session, see below some of the types of speakers that could add value to the conversation:



Industry Leaders **Investors** **Entrepreneurs**

Leading Experts **Cutting-edge Practitioners**

Moderators **Regulators** **Thought Leaders**

Retailers or Customers **Influencers** **Interviewers**

A Few Speaker Tips:

Speaker numbers

Focus on quality over quantity. Based on audience feedback, we're moving away from sessions with large numbers of panelists. To foster more depth of discussion, we recommend that you have no more than four people on stage at one time (including the moderator/interviewer). This ensures everyone gets time to make their point.

Diversity

Money20/20 is a truly global event and we are dedicated to welcoming a broad lineup of speakers and stories. As you prepare your proposal, keep in mind that we expect and will plan for a speaker faculty that is diverse and reflects the world at large—including gender, age and ethnicity.

Relevance over seniority

Often, our audiences want to hear from those in your organization who have a really specialist expertise, background or point of view, not necessarily the most senior job title. While we welcome CEO speakers, keep in mind that sometimes your CEO might not be the best person to tell the story.





Format & Staging: How Can You Tell Your Story?

The Money20/20 audience expects to learn, to be inspired and to be challenged by content that has depth and explores the cutting edge of FinTech. This is a global stage on which only world-class ideas will be remembered.

Getting the format right is a huge part of making your content makes an impact. Choose a style that will help you deliver the real substance of your session. Different formats and delivery styles work better depending on the objectives for a particular session. Please consider session formats carefully and be innovative with how to convey your idea. Great agenda sessions can use either traditional or unconventional formats, but at the end of the day must deliver value.

Don't worry though - Money20/20 content is a collaborative effort. We'll support and work with you on exactly what the session will look like. It may be that we love your idea but feel a different format would work better - we'll discuss this with you.



Session Format	Description
Stand-up Presentation	Our attendees tell us that one of their most preferred session formats is a well-delivered presentation. Presentation sessions are typically 20 minutes in duration and may involve one or more speakers. They should deliver thought leadership on a wider industry issue. To promote authenticity, we require presenters to deliver their remarks without a scripted teleprompter and building in time for audience Q&A is compulsory.
Tech Demo	Do you have a groundbreaking product to debut? These sessions are an opportunity to make a short presentation, including a live demonstration, to show us how you are using technology to shift the dial in real-time.
Panel Discussions	A structured panel session, with a professional moderator and a carefully constructed grouping of panelists, can be an engaging format for exploring important industry topics in an informal and dynamic manner and bringing forward the diverse perspectives of different stakeholders. Panels are typically 40 minutes in duration and should include a moderator and no more than 3 or 4 panelists.
Deep Dive Workshop	These longer sessions are designed to provide in-depth learning on an important topic using an interactive, classroom-style approach. Workshops may be organized into several sections, using multiple presenters and formats to most effectively deliver the material and provide practical learning for the audience. Round tables also fit under this approach.

<p>Proprietary Research or Case Study</p>	<p>Another option for a stand-up presentation is to deliver research findings or a case study presentation. Have you conducted a new piece of research exploring the future of money? Or perhaps you have some best-practice learnings from a recent case study? These sessions are the opportunity to deliver concrete insights that the audience can take away and implement themselves and establish yourself as the forerunner in a more niche area. We ask that these case studies and research are delivered exclusively for the first time at Money20/20 Europe.</p>
<p>Debates</p>	<p>An “Oxford-style” debate is an excellent way to bring out the nuances of an important or controversial topic. In this session format, two individuals or teams present structured opening statements, rebuttals and closing remarks facilitated by a moderator. The format can be further enhanced with audience participation or creative twists, such as having the debaters switch sides midway through. This requires conviction in your point of view - there can be no sitting on the fence.</p>
<p>Announcements</p>	<p>With 100+ company announcements made at 2018’s event, we attracted over 190+ industry, mainstream and tech journalists, broadcasters and analysts, producing 720+ original articles. If you want to make a splash with your announcement, take advantage of the Money20/20 network and do it onsite, onstage in Amsterdam. Think about why your announcement is relevant to the wider industry. What will be the impact of your announcement? Why do our attendees need to hear about it? We open for announcement submissions in early 2019, so watch this space!</p>
<p>Challenge the Status Quo</p>	<p>We’re always looking for ways to improve our content and excite our audiences. Do you have an inspired idea for a new session format not listed above? Let us know and we can create something really special together. Past unusual ideas have included game shows, buzzword bingo, and AMAs. We’re listening.</p>



Step 2: Write & Submit Your Proposal



Call for Content Process & Deadlines

Key steps and important dates for the Call for Content process are outlined here:

Feedback Ongoing

The Money20/20 Content Team will carefully evaluate all proposals. Each submission is considered on the merit of its content and speakers. You may be contacted for more information or we may contact you with an initial offer of an agenda placement, subject to further discussion. Spaces are limited and we are working to integrate many different content proposals into a comprehensive agenda program.

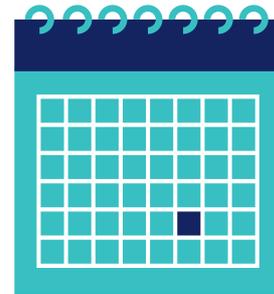
Thus, we may reach out to discuss a modification of your original proposal. Our team will be finalizing the agenda and confirming speakers on a rolling basis. If you haven't heard from us it means your proposal is still in consideration.

Please allow up to 12 weeks from the date of your application before following up.



Applications Open Deadline: Spring 2019

All proposals must be submitted through the online form on the Money20/20 Europe website. Proposals submitted directly to the Content Team will not be considered. We'll do our best to help with queries around submission, but will not review an idea unless it has been submitted via the form. [Click here to apply now.](#)



Offers

December 2018 through April 2019

The Money20/20 Content Team will make an offer to speak, based on your proposal and/or the discussions made during the feedback stage. Now the work begins on putting the session together!

Thus, we may reach out to discuss a modification of your original proposal. Our team will be finalizing the agenda and confirming speakers on a rolling basis through September 1. If you haven't heard from us it means your proposal is still in consideration.



Confirmation & Announcement Ongoing

Once offers are accepted, session content and speakers have been confirmed, and relevant visual assets have been received, we will announce speakers on the relevant pages of the Money20/20 web site and in marketing communications.

We sometimes announce speakers while session content is still in development.

Money20/20 Speaker Guidelines & Responsibilities

- **Submit early**
Submissions are reviewed on a rolling basis but we recommend early submissions so that we can give your submission full consideration. Submissions will close in Spring 2019
- **Do not submit the same session idea more than once** This will not increase your chances of being selected. We review every submission carefully and that takes some time; please be patient with us!
- **There is no charge to speak on any of the stages, and sponsorship does not influence any decisions made on the speaker line-up.** Content and sponsorship are managed by different teams.
- **If your application to speak is successful, you will receive a discount code to purchase a speaker rate ticket (€1995, roughly 50% discount from full price), which will be valid for all three days of the event and will give access to all areas of the show including the speaker lounge.** You will be responsible for registering for your own pass.
- **If your application to speak is successful, the cost to cover the logistics behind your attendance and any speakers that are part of your group (travel, accommodation and so on) must be covered by you.**
- **While we are happy to work with PR or marketing teams in organising sessions, it is very important that we have contact with the speaker themselves in the run up to the show.**
- **All content must be original and created specifically for Money20/20.**
- **You are responsible for conception, creation and execution of your session.** However, all speaker confirmations and/or changes must come through the Money20/20 Content Team.
- **We receive hundreds of speaker submissions every year.** Please don't be disappointed if you are not selected to speak this year, as our focus areas change every year. We regret that we are not able to offer individual feedback on rejected applications.
- **By submitting content, you are agreeing to our Privacy policy and terms of use.** If you are accepted as a speaker, you will need to agree to our Speaker Terms & Conditions in addition.



[CLICK FOR PRIVACY POLICY](#)

[CLICK FOR TERMS OF USE](#)

**For additional questions regarding content
at Money20/20 Europe, please reach out to:**

Europe.content@money2020.com

For sponsorship enquiries

Claire Ardley, Commercial Manager
claire@money2020.com

For press and media enquiries

Ana Maria Gutierrez, Marketing Specialist
ana@money2020.com

3-5 JUNE 2019
Money EUROPE
20/20