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

Marina Bay Sands | Singapore asia.money2020.com



# WHO WE ARE

Money20/20 was founded nearly a decade ago by two creators of Google Wallet who were frustrated by how difficult it was to schedule meetings with individuals across the technology and financial services industries. To fix that pain point, they created Money20/20, **bringing together the entire money ecosystem in one place** to learn, share, debate – and fundamentally, do business. It does this globally, in the American, European, Asian and Chinese markets.

Today, it acts as a catalyst for leaders within Payments, FinTech, Banking, Retail and beyond to ignite the future of money – at speed. Whether you are looking to build new business opportunities and connections or get to grips with the latest innovations, Money20/20 helps you raise your game.

In its third year, our Asia event focuses on diverse and dynamic regional potential, showcasing legends as well as disruptors from every corner of APAC. Its carefully curated content fuzes the best of Asia with international experts for a truly holistic overview of what's happening (and what's next) both locally and globally.



# WE ARE YOUR CATALYST:

Engage with the industry's most senior and high-profile audience

Connect with your customers and secure new ones

Learn about the latest and most impactful disruptions

Launch new products or companies

Boost brand awareness

Seize new business opportunities

Fundraise or source investments

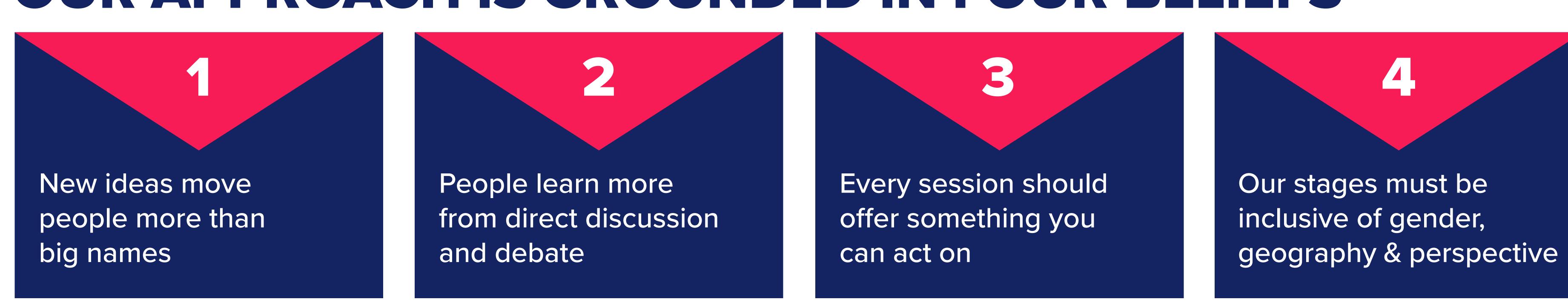
Make major announcements

Shape your industry's future

# WHAT MAKES CONTENT GREAT?

The Money20/20 Content Team is obsessed with delivering the best content to our attendees – but what does that look like? It all starts with a reminder to ourselves and to our potential speakers: **complacency is the enemy**. As an industry, we know that the firms that get complacent get left behind. Therefore, great content equates to ideas that are fresh, exciting, can move the dial in businesses and help solve the challenges your peers are facing.

# OUR APPROACH IS GROUNDED IN FOUR BELIEFS



# A WINNING SESSION FORMULA

- EACH SESSION SHOULD FOCUS ON A STORY people resonate with stories not selling.
- TELL THEM SOMETHING THEY DON'T KNOW if they can read it in a press release, they'll do that instead.
- ENERGY AND PREPARATION a good session is a prepared one and a prepared talk means you can
  focus on relating to your audience. Creating a connection is crucial to standing out from the crowd.

# BRAINSTORMING YOUR CONTENT PROPOSAL

# TOPIC - WHAT'S YOUR STORY?

- Think about the story you want to tell at Money20/20 Asia and why.
- Keep in mind that the best sessions tend to focus on a single clear message or idea.

# KEYTHINGS TO CONSIDER

- Why does it matter? How will this content move the industry forward?
- What's the value for the audience? What will they learn?
- How and why will it inspire, motivate or impact people?

# CONTENT THAT RESONATES

- Fresh insights on the FinTech industry or consumer.
- How-to guide on a hot topic.
- Practical, deep-dive case study share your lessons learned.

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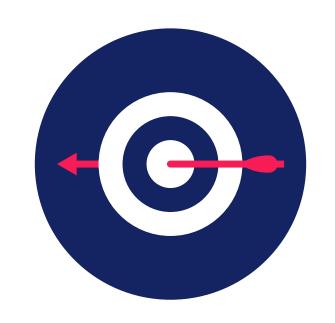
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- Debate on a burning industry issue be provocative.
- Big announcement or game-changing development.

# MAKE THE MOST OF YOUR SESSION



#### Relevant

Explore topics that are meaningful to the payments and FinTech industry today.



### Disruptive

Shake things up a bit; bring thought leadership that truly disrupts that status quo.



## Surprising

Give your audience something valuable and unexpected.



#### Substantive

Cover your topic with depth; avoid platitudes or superficial content.



# Revolutionary!

On the cutting-edge; boldly creating the future of money



## Newsworthy

Make a significant announcement, such as a new product or partnership.



#### Educational

Provide key takeaways and actionable insights; attendees come to Money20/20 Asia to learn.



#### Fresh

Deliver content that's current, new and exciting; don't rehash stale presentations delivered previously in other forums.



#### Innovative

Share examples of innovation that are truly changing our industry; more than just incremental.



#### Genuine

Be open and honest rather than scripted and corporate; attendees will appreciate your authenticity.



## Insightful

Boldly dissect today's trends or consult your crystal ball and share perspective on where the industry will be in 3, 5 or 10 years.

# AGENDA THEME WHERE DO IDEAS FIT?

We speak to hundreds of industry experts every year, compiling their insights and challenges and distilling them into business-critical themes that act as a foundation for our programme.

The agenda is organised into thematic tracks, grouping content so attendees can navigate it easily, build a bespoke programme based on their needs and meet others with common interests.

# THE THEMES FOR MONEY20/20 ASIA ARE

Consumer Payments

B2B Payments Financial Inclusion

Disruptive Tech

The Platform Play

Challenger
Banks & Building
from Scratch

**Banking Transformation** 

Identity, Security and RegTech

Decoding the FinTech Value Chain

Seamless, Social Retail

# STEP 2 WRITE AND SUBMIT YOUR PROPOSAL

# PROCESS AND DEADLINES

# 1 APPLICATIONS OPEN

#### **AUGUST 2019**

All proposals must be submitted through the online form on the Money20/20 Asia website. Proposals submitted directly to the team will not be reviewed.

## 3 OFFERS SENT

#### SEPTEMBER-NOVEMBER 2019

A member of the Content Team will contact you with an initial offer of session and/or speaking slot. Spaces are limited and you may be offered a different slot than initially applied for. The Content Team will work with you to shape the content as required.

# 2 EVALUATION

#### AUGUST-OCTOBER 2019

All proposals are evaluated by the Content Team. Each submission is considered on the merit of its content and speakers; sponsorship is not a consideration when evaluating proposals and no paid content will be seen at the event. You may be contacted to provide more information.

## 4 APPLICATIONS CLOSE

#### 31 OCTOBER 2019

We highly recommend you submit as early as possible as spaces will be offered on a first come first served basis. Applications received after the deadline will go on a waitlist. Once slots are filled we can no longer consider further applications.

# 5 CONFIRMATION

#### SEPTEMBER 2019-JANUARY 2020

Once offers are accepted, session content and speakers have been confirmed and relevant visual assets received, we will announce these on relevant Money20/20 Asia website pages and in marketing collateral/campaigns. We will announce confirmed speakers while session content is still in development.

# PREPARE FOR YOUR MOMENT IN THE SPOTLIGHT

# PROCESS AND DEADLINES

# 1 DEVELOP & DELIVER

#### JANUARY 2020 ONWARDS

As sessions and speakers are announced, the Money20/20 Asia team will help speakers in the development of their sessions, offering feedback on content, outlining AV/technical requirements and giving guidance on certain styles/techniques that might be appropriate depending on format, session or stage. Each speaker will required to participate in one conference call and/or meeting per session to ensure all content is delivered to a high standard. Every keynote must attend a rehearsal/stage orientation.

# 2 MONEY20/20 ASIA

#### 24-26 MARCH 2020

It's show time! Your months of hard work are about to pay off. The Content Team will be with you every step of the way, from the moment you check in at the Speakers' Lounge to the second you step on stage. You are about to deliver an amazing session — enjoy it!



# SUBMISSION GUIDELINES

# ADVICE FOR COMPLETING THE CALL FOR CONTENT APPLICATION

- The application will ask you for details of your session, three key takeaways, the value to the audience, suggested speaker(s), what makes them special, your/their contact details, your goal(s) for Money20/20, etc. Please note that the form must be completed in one session, and we therefore recommend you compile this information before beginning your application.
- Please give us as much information as possible to best evaluate your proposal.
- We appreciate the time it takes to craft a session and/or nominate speakers, and we often have to pass up quality applications due to limited session slots. The bigger the wow factor, the more likely you are to be chosen.



# SUBMISSION GUIDELINES

# SPEAKER GUIDELINES AND EXPECTATIONS

- •All speakers must register for the event and are eligible for a complimentary pass
- If successful, costs to cover the logistics behind your idea (travel, accommodation, fees) for any speakers participating in your session must be covered by you
- All content must be original and created for Money20/20 Asia. You, the session holder, are responsible for the conception, creation and execution of it. Any speaker confirmations/ changes must be approved by the Content Team, and we reserve the right to cancel your session if content changes are not suitable.
- Speakers must complete the following:
  - The speaker onboarding form within two weeks after receiving the confirmation email from Money20/20 Asia team. Confirmed speakers will not be announced until this form is completed.
  - Return any due diligence (bio, photo, presentation slides, any additional materials required as part of your role) by the dates stated by the Content Team.
  - We want to shout about you! However, if we do not receive the information required you will not feature in our global marketing campaign.