MONEY 20/20 by informa

EUROPE
2-4 JUNE 2026
AMSTERDAM

CALL FOR CONTENT: UNPLUGGED

Money20/20 Europe 2027

CONTENT TEAM

EUROPE.CONTENT@MONEY2020.COM



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Content Manager



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Content Manager



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Global Head of Content Partnerships

The 2027 Call for Content is OPEN!

Deadline: Friday 27 November



ONLY

14.5%

OF SUBMISSIONS APPROVED



ONLY

14.2%

OF APPLICATIONS APPROVED

Money20/20 Europe 2026 Call for Content / University of Oxford 2025 Undergraduate Admissions

WE KNOW HOW MUCH WORK GOES INTO A SUBMISSION.

Your time, your ideas and your commitment to making Money20/20 better don’t go unnoticed.

THANK YOU.

1. Journey To Money20/20
2. Key Changes
3. The Content Pillars
4. Our Session Formats
5. Submission Walkthrough
6. Our Tips For Success
7. Submission Examples

JOURNEY TO MONEY20/20 EUROPE

01 CALL FOR CONTENT
Opens 2 November 2026

02 CALL FOR CONTENT
Closes 27 November 2026

03 HEAR BACK
February 2027*

04 SESSIONS FINALISED
March 2027

05 SPEAKER BRIEFING CALLS
April-May 2027

06 MONEY20/20 EUROPE
8–10 June 2027

**For a small number of selected submissions, we may ask to put you on a waiting list.*

3 KEY CHANGES FOR 2027

LONGER SESSION DESCRIPTIONS

Doubling of session description lengths.

280 characters > 100 words

OPEN AGENDA SUBMISSION

Not sure which pillar?

Make an ‘Open Agenda Submission’.

NEW FORMATS

Podcasts, Debates and Breaking News.

THE 2027 CONTENT PILLARS

00. CONTROL IS CHANGING HANDS

01. The Tokenised Economy

02. Building Future Foundations

03. Banking, Reimagined

04. New Rails, New Rules

05. The Changing Trust Equation

CONTENT THEME — CONTROL IS CHANGING HANDS

AI, EUROPEAN SOVEREIGNTY AND THE FUTURE OF FINANCE

Two pivotal topics of control.

AI is changing who, and what, gets to make decisions. As technology takes on more responsibility, the question becomes how much control institutions are willing to delegate, and where human oversight remains essential.

Europe is grappling with another shift in control. From payments infrastructure to cloud and AI compute, the foundations of financial services sit outside its direct control, raising urgent questions of sovereignty, resilience and ultimately who governs the systems finance relies on.

PILLAR 01 — THE TOKENISED ECONOMY

STABLECOINS, DIGITAL ASSETS AND PROGRAMMABLE MONEY

PILLAR 02 — BUILDING FUTURE FOUNDATIONS

THE INFRASTRUCTURE OF AI-POWERED FINANCE

PILLAR 03 — BANKING, REIMAGINED

NEW BANKING MODELS AND THE BATTLE FOR THE CUSTOMER

PILLAR 04 — NEW RAILS, NEW RULES

THE FUTURE OF EUROPEAN PAYMENTS

PILLAR 05 — THE CHANGING TRUST EQUATION

IDENTITY, FRAUD AND SECURITY IN AN AUTONOMOUS WORLD



FIRESIDE CHAT



Fireside chats are for intimate, cutting-edge, one-to-one conversations.

PRESENTATION



Inspire, inform, and entertain. Think authentic storytelling, not a product pitch.

PANEL DISCUSSION



A panel is a great place to reflect on challenges that require varying perspectives. Diverse, lively and engaging.

BREAKING NEWS



Groundbreaking news? Launch it on stage at Money20/20 to global media in attendance.

PODCAST



Step into our MoneyPot studio and host a recorded conversation designed for a wider audience.

DEBATE



Explore complex issues through structured, thought-provoking discussion.

WORKSHOP



Designed for more intimate and engaging sessions. Problem solving, audience challenges and live demos.

FIRESIDE CHAT

1 Speaker
1 Moderator

Fireside chats are for intimate, cutting-edge, one-to-one conversations.

PRESENTATION

1-2 Speakers

Inspire, inform, and entertain. Think authentic storytelling, not a product pitch.

PANEL DISCUSSION

2-3 Speakers
1 Moderator

A panel is a great place to reflect on challenges that require varying perspectives. Diverse, lively and engaging.

BREAKING NEWS

1-2 Speakers

Groundbreaking news? Launch it on stage at Money20/20 to global media in attendance.

PODCAST

1-3 Speakers
1 Moderator

Step into our MoneyPot studio and host a recorded conversation designed for a wider audience.

DEBATE

4 Speakers
1 Moderator

Explore complex issues through structured, thought-provoking discussion.

WORKSHOP

1-3 Speakers

Designed for more intimate and engaging sessions. Problem solving, audience challenges and live demos.

Title
10 words or less

Description
100 words or less

Session Submission

Title

10 Words (or less)

Session description

Please outline your suggested idea here and highlight how it relates to the content pillar of the show you are applying for. 100 Words(or less)

Content pillar

Content pillar

Not sure which Content pillar your session fits into? Discover our thematic breakdown to find the perfect alignment for your session here: Money20/20 Europe Content Pillars .

What's the proposed format of your session?

Format

Target Audience
50 characters or less

Key Takeaways
40 words or less, each

Further Details

What's your target audience for this session?

(e.g. C-suite, commercial, technical, marketing etc)

Please highlight 3 Key Takeaways from this session

Key Takeaway 1

40 Words (or less)

Key Takeaway 2

40 Words (or less)

Key Takeaway 3

40 Words (or less)

Speaker Profile

Who are you putting forward to participate in this content idea? (It could be you or someone else.) You can add additional people to the idea by clicking on the + 'ADD SPEAKER' button below. In the case that you do nominate speakers for your proposed session, please get their consent and availability before applying, and note the requirement to purchase a delegate pass.

Money20/20 is committed to amplifying voices and opening doors through our platforms and programs. Our content has diversity, equality and inclusion as part of its core values. We encourage you to look a little deeper at your cast of characters before submitting them as contributors to a piece of Money20/20 content.

ⓘ We're seeking fresh perspectives from speakers who didn't speak in the previous year and particularly welcome professionals in non-sales roles to deliver independent insights.

Speaker title

Speaker first name

Speaker last name

Speaker company name

Speaker job title

Please enter the full meaning of your job title (e.g., CEO - Chief Executive Officer)

Speaker country

Speaker email

Provide speaker's direct email. This generates their login credentials for onboarding.

Speaker linkedin

Have they spoken at Money20/20 before?

- ◯ Yes
- ◯ No

Speaker sector

What pronouns does the speaker use?

Speaker biography

Headshot:

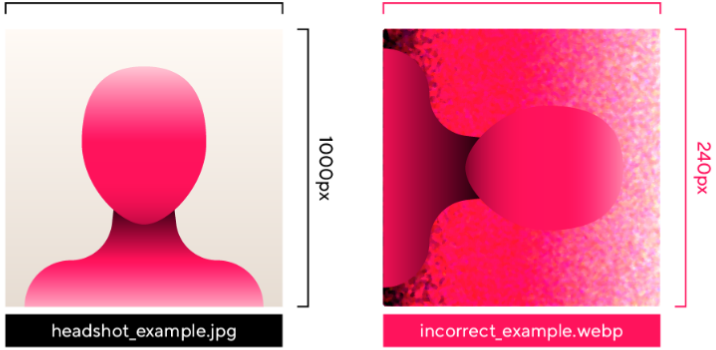
Upload Photo

- Orientation: Portrait
- Background: Neutral or plain (White, Grey, or Beige)
- Size: greater than 800 x 800 pixels
- Format: JPEG or PNG. File up to 10Mb
- Color: Must be in color (no greyscale or black-and-white submissions)
- Pose: Face forward, no obstructions (e.g., hats, sunglasses, filters, or heavy shadows)

Speaker Photos

- Portrait photo in colour
- Plain background
- 800x800 pixels or bigger
- JPEG or PNG
- **MUST** be perfectly square!

HEADSHOT GUIDE



If you are submitting this content idea on someone's behalf, have you already informed this person that you are proposing them to speak?

- Yes
- No

Speaker Informed?

Always inform wherever possible!

TIP 01 — START WITH A QUESTION

BE SPECIFIC WITH THE ISSUE, TENSION OR QUESTION YOU'RE EXPLORING

TIP 02 — ASK, WHY NOW?

WHAT'S CHANGED? WHY SHOULD AN AUDIENCE IN JUNE 2027 CARE?

TIP 03 — THINK AUDIENCE FIRST

MAKE THE AUDIENCE BENEFIT UNMISTAKABLE

TIP 04 — BRING DIVERSITY

AN AGENDA THAT REFLECTS NOT JUST FINANCE, BUT THE WORLD AROUND US

TIP 05 — MAKE EVERY WORD COUNT

AVOID INSIDER BUZZWORDS, AND PRIORITISE YOUR TITLE

TIP 06 — DON'T DEFAULT TO A PRESENTATION

SPREAD YOUR BETS, AND TRY DIFFERENT FORMATS & PILLARS

WHAT DOES GREAT LOOK LIKE?

Debate: Are Stablecoins Revolutionary Or A Lot Of Noise?

A fierce debate on the future of stablecoins. One side argues they are a breakthrough for global payments, the other says they are overhyped, fragile and full of fraud. A fast, honest session on what stablecoins actually solve and where they fall short.

Key Takeaways:

1. Even if banks match speed and cost, stablecoins still enable programmable money, composable finance, and automated settlement inside digital ecosystems that TradFi rails can't easily replicate
2. Beyond payments, stablecoins serve as the unit of account and liquidity engine for tokenised assets, DeFi protocols, Web3 apps, and smart contract automation.

Informed Speakers:

- CEO
- Fintech Research Analyst
- NED and Advisor
- Editor and Podcast Host

WHAT DOES GREAT LOOK LIKE?

Geopolitics, Cybersecurity, and the Future of Money: A Public-Private Playbook

In an era of rising geopolitical tensions and escalating cyber threats, how can public and private sectors collaborate to secure the global financial ecosystem? This panel explores strategies to combat fraud and safeguard trust in the rewired money stack.

Key Takeaways:

1. Understand how geopolitical shifts impact financial security and innovation.
2. Explore collaborative models between governments and private sector to secure government payment flows and combat fraud.
3. Learn how the evolving cybersecurity ecosystem is reshaping the architecture of the future money stack.

Informed Speakers:

- Global Head of Public Sector
- G20 Finance Minister
- Private Sector Partner

WHAT DOES *NOT GREAT* LOOK LIKE?

From "Swivel Chair" to Strategy: The "Banker Zero" Blueprint

Banking's digital transformation often means "more dashboards," leaving RMs spending 70% of their time aggregating data. We present the "Banker Zero" model, using Agentic Workflows to connect core systems. Learn to architect agents that turn 4-hour checks into 10-min summaries.

Key Takeaways:

1. The "Swivel Chair" Tax: Quantify the cost of disconnected systems on banker productivity and learn how "Single-Interface" agents (living in Slack/Teams) can reclaim 15+ hours a week for revenue-generating activities.
2. Architecture of "Flow": A technical look at how to securely ground LLMs in your internal "System of Record" (Core Banking/CRM) to deliver "Golden Utterances"—pre-verified, compliant answers for regulated advice.
3. The "Banker Zero" Mandate: Why the fastest path to safe Customer AI is Employee AI. How to use internal "opt-out" protocols and feedback loops to de-risk hallucinations before they ever reach a client.

WHAT DOES *NOT GREAT* LOOK LIKE?

Stop Frankensteining Your Fintech

Still stitching systems together like a 2014 fintech? XXXXXX and XXXXXX show how Europe's most ambitious players are ditching duct tape for rebundled platforms that are faster, cleaner, and resilient - no monster stacks required.

Key Takeaways:

1. Identify where your stack is secretly held together by duct tape.
2. See how unified issuing + core simplifies European scale.
3. Learn how cleaner infrastructure speeds up cross-market launches.

Speakers:

- CEO
- Chief Commercial Officer

MASTERING MONEYLAB





CHARLEENE TOM
Content Manager

PERFECTING YOUR PANEL





DHANUM NURSIGADOO
Content Manager

MONEY 20/20 by informa

MASTERING MONEYLAB

How to Shape Your Idea, Involve the Audience and Build a Strong Submission



UNDERSTAND WHAT MAKES AN IDEA RIGHT FOR MONEYLAB.

KNOW HOW TO TURN YOUR EXPERTISE INTO AN INTERACTIVE SESSION.

KNOW HOW TO APPLY AND WHERE OUR CONTENT TEAM CAN HELP.

WHAT MAKES MONEYLAB DIFFERENT?

HANDS ON LEARNING, SHARED PROBLEM SOLVING

- **Time to go deeper -** Longer, deep dive sessions that explore a focused challenge.
- **A smaller, more interactive setting -** Participants contribute their experiences, ask questions and work through ideas together.
- **Learning from real experience -** Speakers share practical examples and guide the audience through activities and discussion led by people with relevant experience.
- **A clear take away -** Participants leave knowing how to apply what they've learned in their own work.









No. of Speakers Allowed?

Up to 3

45

Minutes

What Makes a Strong MoneyLab Submission?

A clear ‘challenge’, relevant experience and a reason for the audience to get involved.

A FOCUSED QUESTION

What specific problem will your session help people work through? What takeaways will the audience gain from the session?

THE RIGHT SPEAKERS

Why are they the people to lead this discussion? How do they compliment each other? What’s their experience, company or level of responsibility connects to the topic. Speakers should be comfortable leading an interactive session, encouraging contributions and responding to questions.

A CLEAR AUDIENCE

Who would benefit, and why does this matter to them?

What Makes a Strong MoneyLab Submission?

A clear ‘challenge’, relevant experience and a reason for the audience to get involved.

EXPERIENCE TO SHARE

What data, examples or lessons can you and your speakers bring?

MEANIGFUL PARTICIPATION

How will the audience contribute, or test something? Explain clearly what the audience will do and what they’ll take away.

CONTENT PILLARS

Choose the most relevant content pillar. If you’re unsure, use the open-submission option. We’ll consider whether your idea could fit into the agenda.

THE ‘CHALLENGE’



Choose one specific problem your audience need to solve, with the relevant context to understand the problem and take part.

YOUR EXPERIENCE



Identify a real decision, example or lesson you can share.

THE AUDIENCE TASK



Decide what participants will try, test or work through. Guide discussion, respond to contributions, and keep the room involved.

THE TAKEAWAY



Define what people will leave able to do in their own work.

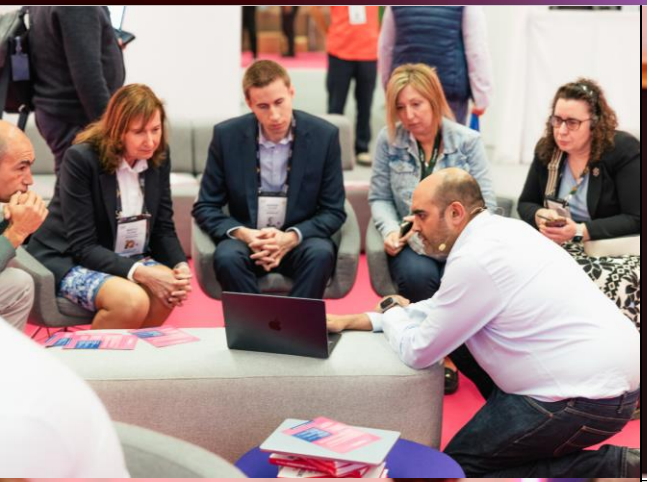
GIVE THE ACTIVITY AND DISCUSSION ENOUGH TIME TO DEVELOP

PART	WHAT HAPPENS	EXAMPLE
INTRODUCE THE CHALLENGE	/ Introduce the problem / Share essential context / Explain the task	10 minutes
GET EVERYONE INVOLVED	/ Audience interaction element / Audience works through an activity / Speaker builds on ideas shared, guides and supports audience	20 minutes
COMPARE AND DISCUSS	/ Group shares their thinking/outcome / Speakers draw out differences, lessons, and questions	10 minutes
BRING TOGETHER THE TAKEAWAYS	/ Speakers shares results, and highlights practical next steps	5 minutes

CHOOSE AN ACTIVITY THAT HELPS PEOPLE EXPLORE YOUR TOPIC

APPROACH	WHAT THE AUDIENCE DOES	Equipment
WORK ALONG ON LAPTOPS	/ Follow a guided task / Try tools / Compare results.	Laptops, presentation screen
EXPLORE A LIVE DEMO	/ Suggest inputs / Try a task themselves / Choose what to test / Evaluate the results	Share laptop screen via HDMI
WORK THROUGH A SCENARIO	/ Respond to a challenge in stages / Adapt decisions as new information emerges / Speakers shares ‘right’ response	Presentation screen, Slido, throw mic
JOIN THE DISCUSSION	/ Share experiences, questions, and assumptions / Compare approaches / Explore a focused question	Throw mic, whiteboard

MASTERING MONEYLAB / Audience Participation in Action













Red Flags & Green Flags

RED FLAGS

- We've got 40 slides to get through.
- We'll take questions/interact at the end.
- We'll present our case study or product.
- Our speakers will do all the talking.
- We've all got the same perspective.
- The audience will leave feeling inspired.

GREEN FLAGS

- Use slides lightly; build around tasks, prompts and discussion.
- Involve participants throughout the session.
- Give people a challenge to work through, then compare lessons.
- Facilitate group work and invite different voices into the conversation.
- . Bring speakers with diverse genders, backgrounds and relevant experiences.
- Explain what the audience will leave able to do.

01

SUBMIT YOUR IDEA
Applications close
27 November 2026

02

ROLLING REVIEW & FOLLOW-UP
November–February: we assess proposals and may contact you to explore your idea

03

HEAR BACK
February 2027*

04

REFINE YOUR MONEYLAB
By March: finalise the session focus, activity and takeaways with our team

05

PREPARE TO DELIVER
April - May: speaker briefing calls and planning for the room.

06

BRING IT TO LIFE
Money20/20 Europe, 8–10 June 2027

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MONEY 20/20
by informa

PERFECTING YOUR PANEL

Money20/20 Europe 2027

No. of Panels at Money20/20 Europe 2026?

75

~44%

of on-stage content in 2026

*Data from September 25

WHAT DOES A GREAT PANEL LOOK LIKE?

Let’s (try to) get you on stage!

No. of Speakers Allowed?

3

1

Incisive Moderator

TOP TIPS

Think Broadly

Diversity

Vary viewpoints and create real discussion.

Panellists from various organisation types e.g. banks, fintechs, merchants, regulators etc.

No boybands: speakers that represent the industry.

Entertainment

Submit people who disagree with others.

Anyone described as ‘a character’ is likely good on stage.

People who aren’t afraid to share their ideas in public.

Insights

Always keep the audience top of mind.

Create your submission with actionable intelligence.

What can the audience put into practice as soon as they’re back in office?

Include names of speakers in your submission, not just titles.

Me, right now.

WHAT IS A NOT GREAT PANEL?

We keep all this stuff off-stage



No one wants to listen to four people saying ‘great point’

Every audience ever



Don’ts!

JUS Say No To Doing These Things

Jargon

Stage content needs to reach everyone.

Niche jargon and internal language can turn off audiences.

Know it so well you can say it simply.

Unfocused

Meandering is for long walks on the beach.

Knowing the throughline of your session means you have a story.

Tell it and tell it well.

Selling

Panels are for discussions.

Focus on delivering insights that prove to the industry why you’re the ones to listen to.

DEBATES!!!

Showstopping Sessions



No. of Speakers Allowed?

4

1

Exceptional Moderator

INTERACTIVE



Engage the audience.

Bring the topics they have a ton of views on and want to share or explore.

They're an extension of the session, not passive observers. Lean into that.

COMPELLING



Each one was packed out.

They focused on a specific challenge troubling the industry and tore it apart.

Speak to the trends you're navigating.

UNUSUAL



Be brash and bold.

Have fun with the space and the concept.

There are many ways to do a debate and we're open to all of them.

DIVISIVE



Disagree.

Take a stand.

Don't say the safe thing.

Moderators MATTER!
Pick someone who knows the industry and loves it.

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