

**MONEY** THE  
**20/20**<sup>^</sup> FUTURE  
IN FOCUS

**EUROPE**  
21-23 SEPTEMBER  
AMSTERDAM

# Call for content

Your step-by-step guide





# ARE YOU SHAPING THE FUTURE OF FINTECH? WELCOME HOME

In 2020, the Money20/20 team didn't get much of a chance to do what we're good at and what we love to do: run game-changing events that bring together the global fintech community and help it move forward.



**STEVE WOZNIAK**  
Co-Founder, Apple

The world has changed since the last Money20/20 show took place. We've all found out just how much we can learn and build in a purely online environment when we need to.

But if there's anything that lockdown taught us, it's that there are experiences that the digital world can never replace and opportunities that digital gatherings can never provide. We've redesigned the Money20/20 shows around these moments - the encounters, conversations and insights that only coming together as a community in real life can spark.

We know that stories of industry transformation are written at Money20/20 and we'll be bringing them right to the heart of the show experience this September in Amsterdam.



**JONATHAN LARSEN**  
Ping An Group (spoke in 2019)



**CHARLOTTE HOGG**  
Visa Europe (spoke in 2018)



**CARLOS TORRES VILA**  
BBVA (spoke in 2018)



**VERONICA LANGE**  
UBS (spoke in 2018)



**JACK DORSEY**  
Square (spoke in 2017)



**LINDSEY ARGALAS**  
Banco Santander (spoke in 2019)



# 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, this is your first task.

Spoiler alert: Simply walking on the stage of Money20/20 Europe **cannot** be your goal. To become an industry influencer and get your next job offer doesn't count either.

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**: is your why and that of the audience 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 THE 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?** You can 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 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, 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.

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 useful.**

**I never thought about it like that.**

**I can take this and run with it.**

And **not** saying things like...

**There was no energy on stage.**

**I could have Googled this.**

**I could have read that on the website or a press release.**

We understand that preparing and submitting your best offer takes time. Here are lists of questions you can expect for each submission type:

You cannot save your submission before submitting it, so please prepare your answers and have them ready before you submit them through our Call for Content form.

Please also make sure to review our refreshed [T&Cs](#) before you start the Call for Content process, as you will be required to sign a waiver confirming you agree to them.







# 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.

## **FOR 2021, WE'RE LOOKING FOR EVERY ONE OF OUR SESSIONS TO HAVE AN INTERACTIVE ELEMENT**

The community we bring together at Money20/20 Europe is one of the most experienced and knowledgeable groups of FS mavericks in the world; if they wanted to sit and passively watch content, they'd do it from their (home) office. This is your chance to put Money20/20's hive-mind to work to drive the fintech industry forward. How are you going to use it?

Here are some of the most commonly used formats, but in any case, this is a collaborative effort, and we will work with you to agree the final format that's right for your session.

# WHAT IS THE RIGHT FORMAT FOR YOU?

## 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.

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.

An on-site rehearsal is compulsory for presentations.

## 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 require ~~an interrogative and ruthless~~ a rigorous and impartial moderator. The purpose of a panel is to have diverse voices discuss and debate a theme. If you're submitting a panel, diversity is expected. All panels on our

stages require a 50:50 ratio of male to female and a mix of diverse voices that reflect our community - inclusive of age, disability, race, creed, and sexual orientation. **Homogenous panels will not be accepted.** Each panelist must bring a unique perspective; in a best-case scenario, their opinions will oppose those of someone else on the panel.

Money20/20 reserves the right to cancel a panel if the organiser is not able to deliver the original session concept, speakers listed in the proposal and/or misses key deadlines. Any slots that are unable to be filled with the originally proposed speakers must first be vetted with and approved by the content team before invitations are sent. Money20/20 reserves the right to cancel speakers that have not been approved by the Content team.





# WHAT IS THE RIGHT FORMAT FOR YOU?

## INTERVIEW

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

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.

## ANNOUNCEMENT

Does your company have big news to share? Showcase your latest technology, product or disruption live on our stage. Share your big news for the very first time on the industry's most prestigious platform. Some of the industry's largest developments that shaped the future of money have been made on our stage in years past. Gain the undivided attention of the most influential and senior audience by saving your news for Money20/20.

## TECH DEMONSTRATION

Showcase your incredible tech in our brand new demo zone. Bring your fully realised tech for your potential customers to interact with in a live environment, or, bring your prototype and get them to test it for you. The beauty of this experience is that you can demo as much as you want over the 3 day event.

The tech demo must be more than a walk through your product suite - we want real-life, tangible technological experiences that the audience can fully interact and immerse with. When applying, please include details of your tech demo, and be sure to include any installation information and supporting requirements including power, Wi-Fi etc. Each application will be subject to health and safety and installation review by our event operations team.

## 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 STORY CAN YOU TELL BETTER THAN ANYONE ELSE IN THE WORLD?

It's time to decide what kind of story the audience needs to hear from you. Think not what the Money20/20 audience can do for you, but what you can do for the Money20/20 audience, and so for the industry.

Nobody needs reminding of the wave of changes and pivots that 2020 demanded; the audience needs to know how to adapt to a continuously evolving environment – how to get comfortable with constant change, deal with uncertainty, work out new differentiators, and stay ahead of the competition.

Want to be all about the future? Show a perspective, a lens, an angle. How to evolve your technology stack in a pandemic. How to minimize your incremental CAC and maximize the LTV.

Cover your topic with depth. Provide key takeaways and actionable insights for our audience.





# WHO IS THE BEST PERSON TO SPEAK?

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.

When choosing to apply to speak or recommending a speaker, please consider:

## PHONING 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.

## RELEVANCE

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/biz dev guy. (No offense to sales people - your work is hard, and we fully appreciate it, but this is a job for a project or product person.)

## DIVERSIFYING THE DIALOGUE

Money20/20 firmly believes that different voices and perspectives challenge us to think differently and will help us change the systemic inequalities within Financial Services and FinTech.

We believe women and, Black and Brown people should have a louder voice and more seats at the table in Financial Services. We work to amplify those voices and open doors through our platforms and programmes, collaborating with our community to empower real change and erode systemic bias. Inclusion and difference simply makes us stronger.

When submitting for our call for content, we ask you to join us in bringing as many diverse individuals to our stages as possible. This is a chance for you to empower voices that are often overlooked. Suggest, invite, nominate, and encourage your colleagues and friends to take the mic!

## RISKING 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.

## DOING 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.



# WHAT IS THE SUBMISSION PROCESS?

## 1. APPLICATIONS OPEN

**MONDAY 15 FEBRUARY 2021**

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

- / Please don't send proposals directly. Unless you are Beyoncé, we will not be reviewing any proposals that don't come directly from our website.
- / 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.



## 2. EVALUATION

**1 MARCH - 31 MAY 2021**

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 isn't a factor in our evaluation.

## THERE ARE FOUR TYPES OF RESPONSE YOU CAN EXPECT FROM US

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

## 3. RESPONSES SENT

**1 MARCH - 31 MAY 2021**

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.



# WHAT IS THE SUBMISSION PROCESS?

## 4. APPLICATIONS CLOSE

**FRIDAY 30 APRIL 2021**

We understand that the world does not end on 26th April. It may very well happen that 2021 will unveil undeniably eye-popping industry developments we just can't and won't pass by. So, while applications will be officially closed on this date and we will be building the agenda from the applications we receive before that date, all applications submitted after 26thst April will be registered in a waiting list.

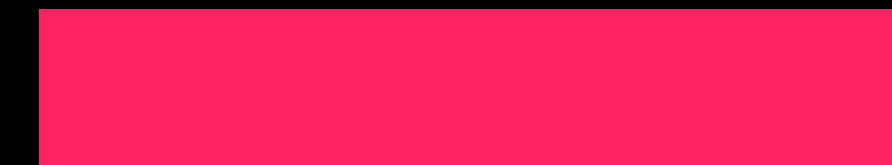
If you wow us with a late application, you will hear from us. If you don't hear from us, and you submitted your application after 26th April st, you can assume your application is on our waiting list, and we won't be in contact unless we find a place for your proposal on our agenda.

## 5. CONFIRMATION AND ANNOUNCEMENT ON THE WEBSITE

**MAY 2021 – SEPTEMBER 2021**

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.





# ADDITIONAL QUESTIONS?

PLEASE REACH OUT TO





**MONEY** THE  
**20/20** FUTURE  
IN FOCUS

**EUROPE**  
21-23 SEPTEMBER  
AMSTERDAM

