

**.MONEY
20/20**

EUROPE
6-8 JUNE
AMSTERDAM

**ARE YOU
READY TO BE
ONE OF OUR
ROCKSTARS?**



THE MUST READ

Yes we know application forms can be boring but trust us, taking **5-minutes** to read this page could be the difference between walking on our stages or watching someone else in the spotlight. Grab a cuppa, sit down and take note...



This year the Call for Content is a game of two halves. First up, we have our complete sessions. Who should apply?

Ideally this is for all content where you'd like to apply for MORE THAN ONE speaker on stage. Think electric panel sessions, insightful firesides or debate-worthy head to heads. Complete sessions means you know what you want to talk about and who you want to talk about it with.

When you're putting together content for this application, the more complete the idea, the better the team can understand where your idea might fit our staging and thematics. Talk to us about the type of speakers you're suggesting, why they're a good dynamic on stage, and how this content is exclusive with a capital 'E'.

And don't forget to ask permission from all those involved in your suggestions - this should be a group initiative.

Our Call for Content (sessions) opens on **Monday 21st November** and closes on **Friday 9th December**. **There will be no extensions** to this call.

Working on something amazing that needs to be heard in June 2023 but you can't put anything down on paper yet? Well as we do love an exclusive, the Europe content team will be holding a 'Content Clinic' from the 21st to the 25th November where we are happy to guide you (under embargo if need be) as to whether Call for Content is the right place to hear your idea. Simply email europa.content@money2020.com for more details.

OK, TIME FOR OUR SECOND HALF...

Call for Content (speakers) - this is where we would love to hear ideas featuring SINGLE speakers only.

What this DOESN'T mean is that we would like to hear from every individual in your company, but we may consider an application from one or two of the best ones...

Reclusive CEOs who can promise us exclusivity, your brightest boffins or expert futurists that we should absolutely be hearing from or even star moderators or stage hosts that can bring the Money20/20 vibe we know and love.

Are you that individual that has a lot to say and will have next level contribution to our show? Tell us here and tell us how.

FYI - applications featuring the same speaker for both Call for Content (Sessions) and Call for Content (Speakers) will not be entertained, so please don't waste your precious time and energy applying for both.

So find those experts, ensure your best presenters are polished and your moderators are prepped, because this Call for Content is only open for two weeks kicking off on **Monday the 16th January 2023** and closing on **Friday 27th January 2023**.

Are you a VIP?

Plus, when applying for our Call for Content (Speakers) there's also the opportunity for a select number of individuals (the super, duper rockstars) to receive VIP treatment from Money20/20 this year. We're talking amazing perks along the way and a unique experience. In return, we ask you to clear your diaries between the 6-8th June so we can work on some awesome content (don't worry, you'll still have lots of time to network and conduct meetings), plus travel to our London office in Spring '23 for a day you won't forget. Tick the box on our January application form if you'd like to be considered for this exclusive team and we will reveal details closer to the show.

This year the content team of **Money20/20** is committing to keeping you in the loop about your application from the moment you press 'send'.

We'll let you know our thoughts across the whole process, whether it's an instant 'yes' to a 'needs more work' or 'thanks but no thanks - here's our feedback'.

In order to do that we ask you to respect our time, only submit your best ideas (not all your ideas) and agree to understand that you may not receive a final decision before the **3rd March**. We thank you in advance for your patience.



KEY TRENDS AND INSIGHT

The three c's of 2023 - consolidation, customisation and competition will be easy to spot at Money20/20 Europe this year in a landscape that looks very different to previous years, where it's time for fintech to get real.

The next 12-months are still unclear, but there is certainty in past knowledge. We know that while some might sink, others will soar. And many may simply hope to be the last ones standing when the dust clears.

As the world of fintech once more evolves, this is not the time to bury your head in the sand. Blink and you'll lose your place in the money ecosystem. But there are exciting times ahead, from new markets to explore to unique ways of exchanging goods, services and assets, faster and more efficiently than ever before. Are you ready to look up and face what comes next?

Be a part of it. Speak at Money20/20.

INTRODUCING OUR THEMES

June 2023 might seem far away but we know that the key topics and discussions are already in action right now. After a whole summer of research, we've distilled our expertise into five key themes to help you apply with precision in our calls for content. Can't see where your idea might fit? Our fifth theme, thinking differently, is completely open for discussion. We're excited to hear your thoughts...

Smooth interactions

Customer expectations have only increased in demand in the last 12-months, from better UX to a wider choice in the market. It means companies who have a place in the customer's financial journey are now finding themselves in a competitive arena.

This theme is all about the standards, technology and applications that help to make our every interaction streamlined. Whether it's analysing risk, onboarding customers, communicating directly or signposting to other support systems, we want to hear all about the successful frictionless experiences and innovations taking place in 2023.

We know that there are use cases and pilots going on right now that will change the way we live our lives, forever. There's also a core demand for user education as a contracting economy tightens the purse strings of households worldwide. But in education comes opportunity and the tantalising promise of growth.

The music industry eventually made the jump from scratched CDs to continuous streaming, what is the equivalent for financial services and are we there yet?

Sectors to be explored in this theme:

/ AI

/ Large Language Models (LLM)

/ WealthTech

/ Open banking / Open finance

/ PSD2

/ PSD3

/ Micro-loans

/ Robo investments

/ Digital wallets

/ New payment methods

/ Digital ID

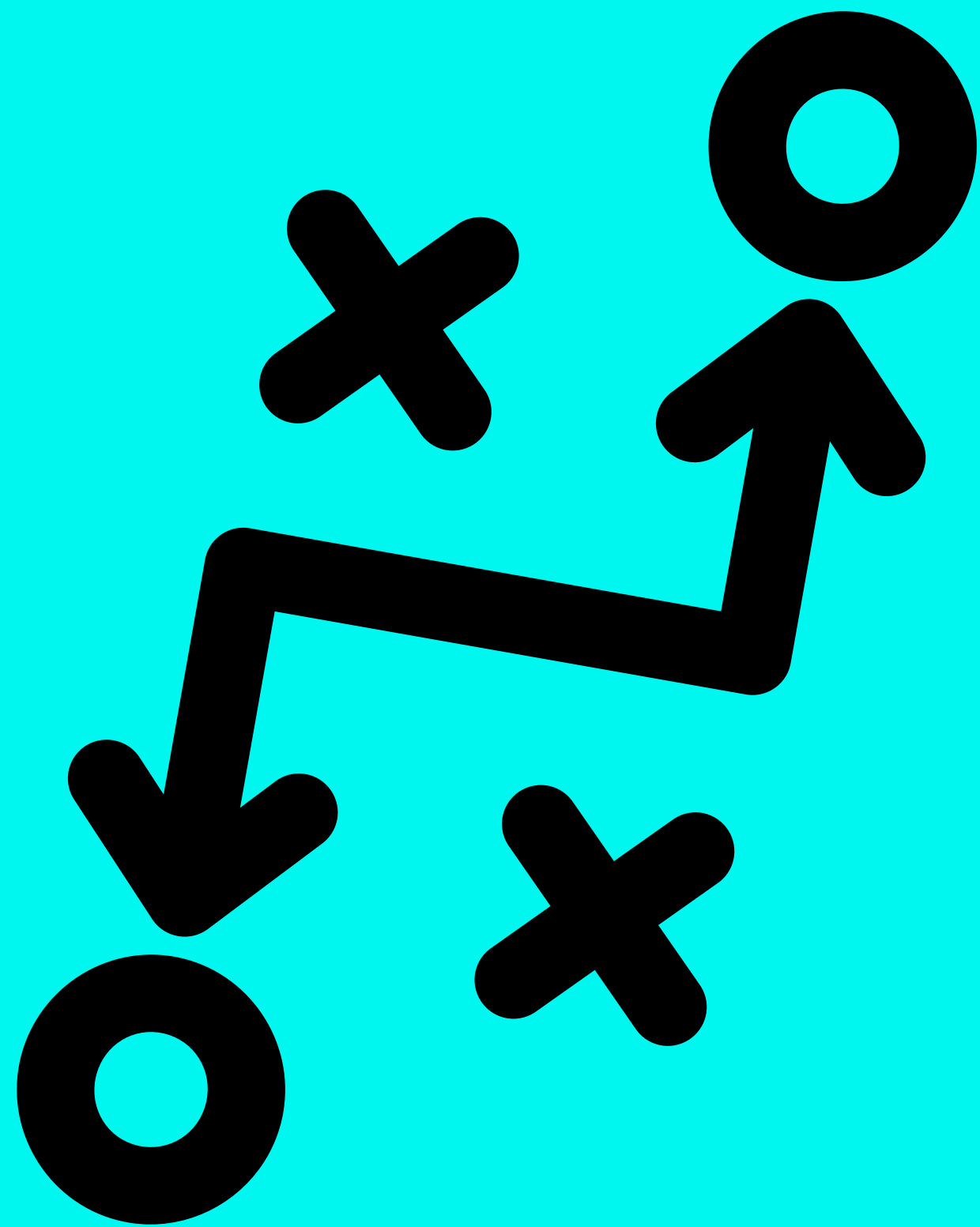
/ Data sharing

/ Technical standards

/ GDPR

/ Customer values

/ EdTech / PayEd



Strategic decisions

Across the past 18 months economic, geopolitical, and social volatility has ignited conversation around 'business models', 'profit' and 'revenues' in the financial technology ecosystem – terms that for so long had seemed taboo. Fintechs who'd been eager for rapid market share, both home and abroad, at the expense of turning a profit have found their business models left in the lurch.

Incumbents have also been forced to reassess some of their early fintech adventures, quietly sidelining or embracing further. With this climate in mind, this theme seeks to understand the strategy behind it all. Providing use cases and best practice examples that can help any market or business currently in flux.

From pivoting business objectives to the trials and tribulations of working towards a satisfied customer, this is the outlet for founders, CEOs and other company execs to share their war wounds and life lessons.

And as investors, especially VCs, also try to navigate the difficult economic conditions, this theme offers a platform to understand exactly how we think about fintech business models going forward?

Ideas to be explored in this theme:

/ Is disruption getting harder?

/ Consolidate or acquire?

/ HODL your way out

/ Emerging markets challenges and opportunities

/ The continuing role of marketplaces

/ Tech vs regulators

/ M&A activity

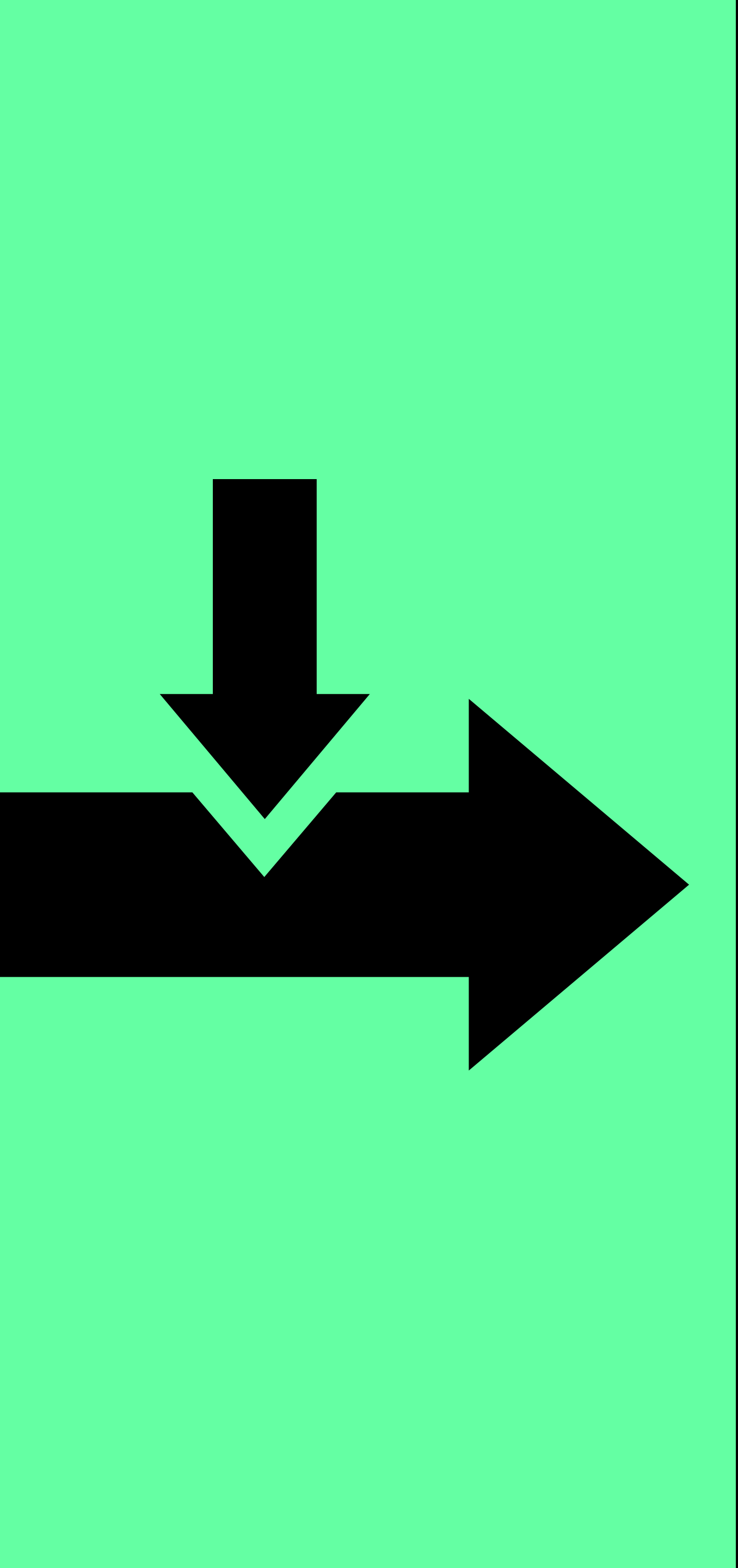
/ Valuation fluctuations

/ Fundraising

/ Preparing for an exit

/ VC, Private and Public sector

/ Compliance



Unexpected finance

Fintech in its purest form has centred purely on disrupting financial ecosystems so it's no surprise that ripples have been felt across complementing industries. This is where the speed of a payment, the ability to personalise finance and being able to provide a tailored product solution really matters. It's these pockets of unexpected finance which will continue to ripen throughout 2023.

Take retail for example, as customers were pushed online during the pandemic it meant the speed of checkout adoption had to increase, leading to ripples of innovation in logistics - from an increase in goods now tracked and traced to having your next automotive purchase delivered to your door. And while having your pride and joy delivered directly is a boon in itself, it meant complementing industries have also had to innovate.

From insurance to travel and automotive itself, the last 18-months have accelerated customer adoption so much, there's no turning back now, with customer loyalty almost a sub-category in itself. The question is, will regulation continue to develop in line with such disruption?

As new markets and providers continue to put pressure onto established players, this theme focuses on the places where unexpected finance can deliver.

Sectors to be explored in this theme:

/ Gaming
/ Automotive
/ Metaverse
/ Web3.0
/ Insurance
/ Travel
/ Sports
/ Supermarkets
/ Social Networks
/ BNPL
/ Micro-loans
/ Regulators
/ Creator economy
/ Retailers

The Socio-economic impact

The pandemic was often seen as a catalyst for social change, from quiet quitting to actual quitting, talent in the market chopped and changed more quickly than ever before. The average tenure of a worker in fintech dropped from 1.6 years in 2019 to just 1.4 years in 2022. But as recession bites, jobs have been lost and the tide has turned. And that's before we even look at diversity. Is it time to acknowledge that the industry has a people problem?

This theme explores some of the socio-economic impacts that recent years have stirred up, alongside its potential opportunities, especially those in B2C. The willingness to donate to good causes, support ESG streams and adapt carbon zero aspirations to standard business requirements is a talking point that must be acknowledged. Subsequent innovations in charity payments is just one element, whereas the rapid development of discussions in central governments worldwide over digital currencies is another.

Other topics ripe for discussion include the turmoil of the crypto industry, the development of financial fraud and risk planning for extreme emergencies.



Sectors to be explored in this theme:

/ HR

/ Talent Search

/ Risk Analysts

/ Future Fintech models

/ AML / KYC

/ Government Banks

/ Treasury

/ Data Protection

/ ISO 27001

/ ISO 20022

/ Consultants

/ CharityTech

/ Cryptocurrencies

/ Cybersecurity

/ ESG

/ Islamic Finance

/ Financial literacy

Thinking differently

At Money20/20, we pride ourselves in being different and showcasing ideas, formats, stages, you name it, that is unlike anything you have ever seen at a fintech show. Put simply, at Money20/20, we are all about the experience. So, let's do some experimenting.

What's a theme that's not a theme? Here the focus turns to format, regardless of whether the subject matter fits into one of the above themes (it's probably better if it doesn't!). Here's your chance to explore Money20/20 like it's your very own sandbox.

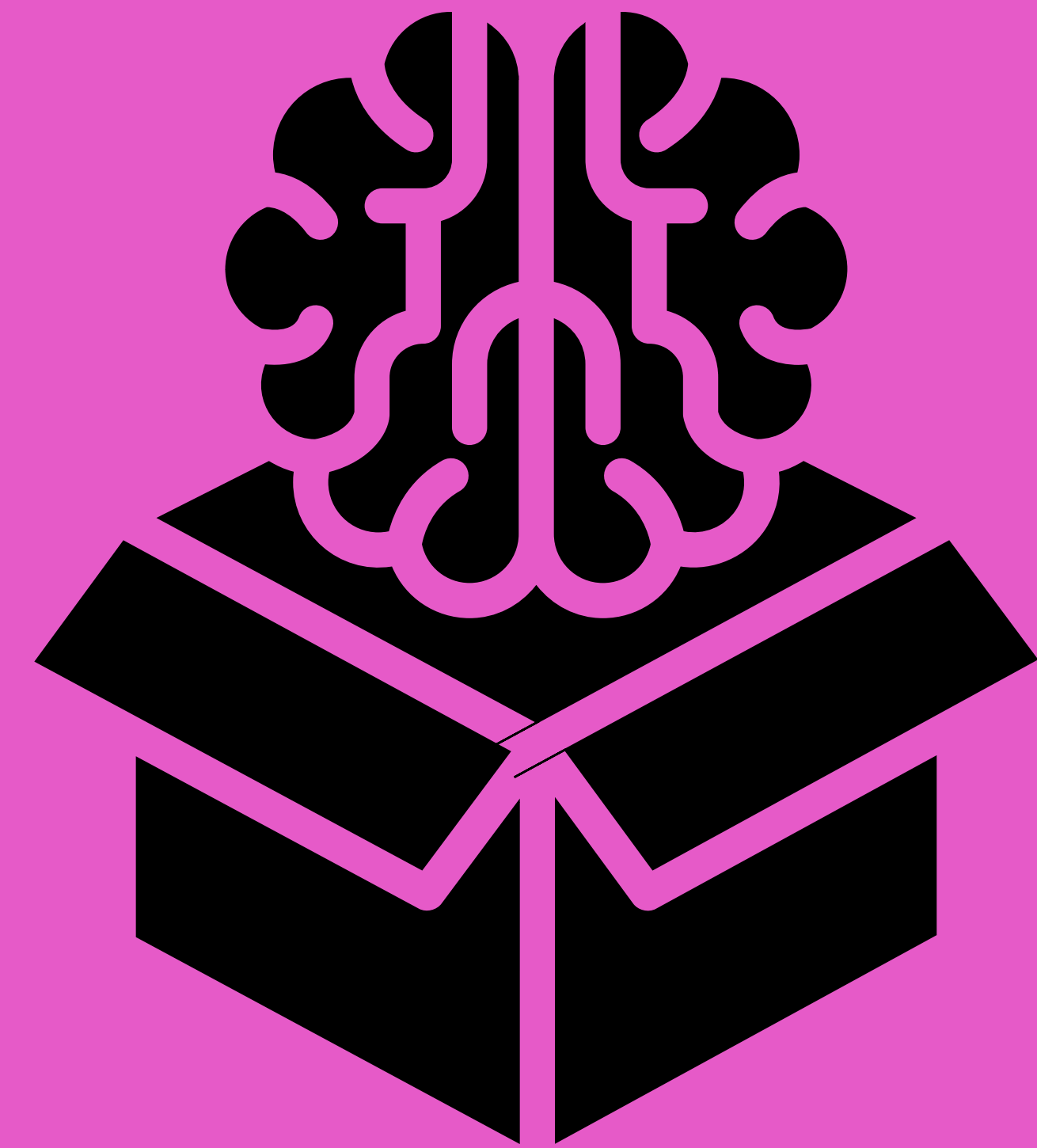
Test out new ideas on audiences and get an instant thumbs up or thumbs down. Stop team arguments about Open Banking vs Open Finance by suggesting a head to head or why not take our audience deep into the metaverse through a practical session. This really is the theme that means anything is possible.

Your suggestion doesn't have to be unique or wacky, but if we are to really push the boundaries and think differently, then this is the theme that explores new ideas, new concepts and new ways to deliver them to an audience, either big or small in a way that will leave an impact.

Don't be shy with your ideas - the content team are hoping for a marmite reaction, and whether we love it or hate it, prompting a strong response will be a sure fire way to get your proposal on to one of our stages.

Sectors to be explored in this theme:

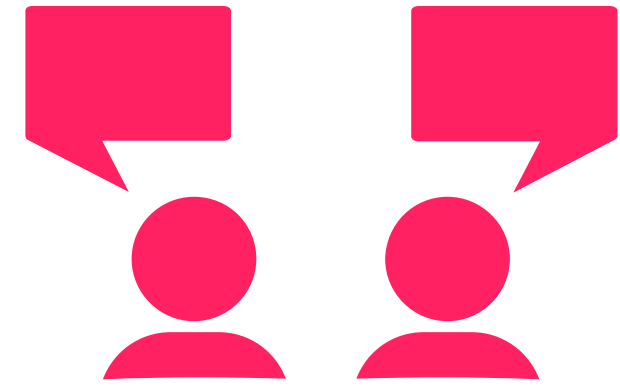
/ All sectors qualify for exploration in this theme



WHAT IS THE RIGHT FORMAT FOR YOU?

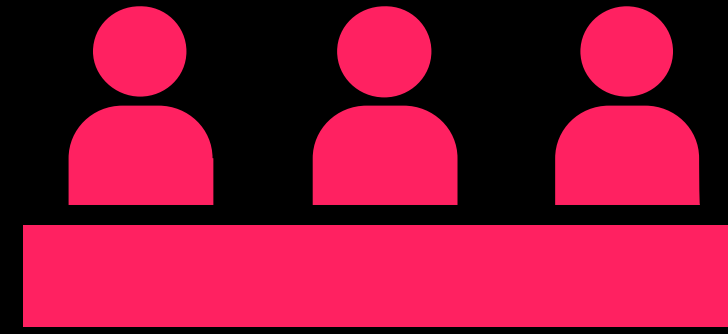
Choose the format that will allow the audience to immerse themselves in the content experience you are proposing.





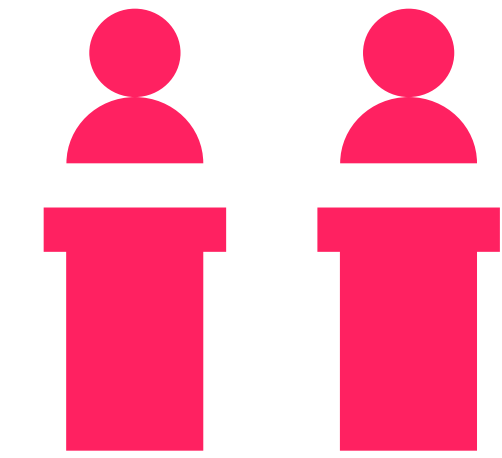
1:1 Interview

Are you making waves? Are you sparking the innovations that will change current models? Are you a new archetype willing to talk about failures and successes, triumphs and disasters? Can you face questions with humor, sincerity, and an open mind? Then we want to interview you on our stages.



Panel

This format is ideal for unique and contrasting perspectives. If you're submitting a **panel, diversity is required**. All panels on our stages strive for a 50:50 ratio of men to women and a mix of diverse panelists that reflect our community - inclusive of race, age, gender disability, creed and sexual orientation.



Debate

Do you have two dynamic humans that see two (or more) different sides of an issue? No matter how wild, let's hear it. Tell us about the controversial topic, suggest who you think should moderate, and let's get weird.



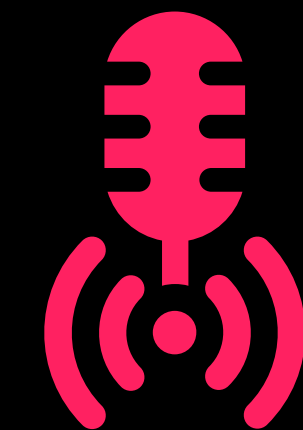
Ask Me (Almost) Anything

Are you one of those people on twitter who occasionally says "I'm taking questions" and people seem to actually ask you questions? Do you have the chutzpah to do it live? Don't be shy, toss your name in, and let's put you on the hot seat.



Presentation

A good presentation is inspired, fun, and makes you think big and small. We want authentic speakers who can inform, inspire our imaginations, and make us feel brave. We are looking for people who can help us reflect on what we have learned, tell us about a new discovery, and point us to a better future. This isn't a product announcement or a company brag session. This is about leading the way.



Live Podcast

Are you a podcaster in the fintech space? This is your chance to do a live episode! Tell us about your podcast, the host, the guest, and high level what you want to cover. Subjects aren't necessary, but tell us more so about the format of your show. Is it an interview? Is it storytelling?

*Note: this is not related to the Money2020 podcast booth. Live podcasts will take place on stage in front of a live studio audience.

FAQ

How do I apply?

All our applications are submitted online, make sure you head over to europe.money2020.com/call-for-content for more details and whitelist europe.content@money2020.com as that's the email where a decision will come from.

What's the cut off date?

This year we have two opportunities for submission (no that doesn't mean we want a duplicate of suggestions). For your complete stage ideas, our Call for Content (Sessions) closes on the 9th December, for those individual experts our Call for Content (Speakers) closes on the 27th January, 2023.

How much does it cost?

If you're chosen to be a rockstar through Call for Content you will benefit by paying our lowest rate of €2295 to attend. This gives you access to the whole of our event, parties and all, from the 6-8 June 2023, regardless of your speaker appointment time.

Already sponsoring our show but still want to nominate a speaker? Your Money20/20 representative will be able to outline what this means if you're successful.

What about announcements?

Mind-blowing partnerships, new product demonstrations or hot off the press mergers and acquisitions can all find a place on our announcements stage, we'll be sharing more details on how to apply in Spring 2023. Not sure whether to apply now or save your new products for our announcements stage? Drop us a line with a brief outline and we'll get back to you as soon as we can - europe.content@money2020.com

I have a question... Then we're happy to answer!

Send us an email: europe.content@money2020.com

Can I apply on behalf of someone else?

Yes, just make sure you have details for all contacts such as an email address and contact name and permission to apply in their name.

I've got a great idea for a collaboration, should I make sure they're happy or apply anyway?

Consent is key here at Money20/20. We'd love to hear about your amazing partners, but only if they have confirmed that they are happy to support you

at the event. Don't have enough time to work out the details? Please make it clear in your application that this is the case so we can assess accordingly.

I don't know where to start...

In 2023 the show will lean heavily into two trends, now and next. Keep these in mind when you're thinking of how your idea will work in our show and you're halfway there. All content must be original and created for Money20/20 Europe.

What about diversity?

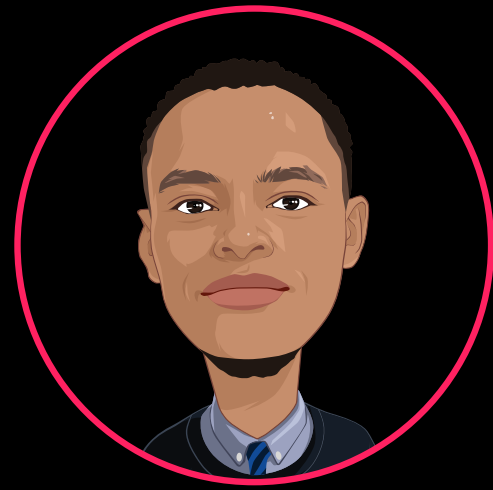
Innovation spurs from the ideas and perspectives of diverse minds. The speakers you propose should reflect the world at large and be inclusive of gender, age, race, creed, sexual orientation and persons with disabilities. We welcome all to our stages.

I've spoken at previous events, should I still apply?

At Money20/20 we are known for the rockstars that walk our stages, but we also want to celebrate new voices. Feel free to apply but regular names who speak at more than two of our events each year might be asked to sit this one out. No hard feelings!

ADDITIONAL QUESTIONS?

Please reach out to



CONTENT

Gina Clarke, Ian Horne & Micky Tesfaye
europa.content@money2020.com



SPONSORSHIP

Bryony Naylor
bryony@money2020.com



CONTENT OPERATIONS

Oihane Calero
oihane@money2020.com



PRESS & MEDIA

Kostas Zachoudanis
Kostas@money2020.com