

The background of the image is a photograph of a large, ornate hall with a high, vaulted ceiling, filled with people seated in an audience facing a stage. The scene is dimly lit with red and blue stage lights. Overlaid on this background are several decorative elements: a series of concentric red circles in the top right corner, a series of red wavy lines in the bottom left corner, and a series of red concentric circles in the bottom center. The text 'SaaS Stock' is prominently displayed in the center in a large, white, sans-serif font.

SaaS Stock

Speaker Submission Guidelines

This brochure will provide you with everything you need to know to ensure you maximize your chances of selection.

Read it carefully and follow our guidelines and you'll be stepping on the SaaS Stock stage in October!

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Any questions or queries please contact info@saastock.com

APPLY TO SPEAK HERE



Why speak at SaaStock?

SaaStock

Our Story

We've come a long way since 2016. We've grown from a 700-person conference to a global portfolio of events, spanning continents and timezones, consistently securing best-in-class speakers to deliver game-changing insights. SaaStock 2019 is our flagship event, welcoming over 4,000 SaaS superstars to Dublin for three days of unbeatable knowledge and networking.

Your Story

Joining our speaker roster provides you with the unique opportunity to showcase your story, build your brand and cement your position as a key player in the global SaaS industry. SaaStock is built on compelling stories, and we pride ourselves on delivering cutting-edge case studies, provocative panels and fizzling fireside chats; challenging industry opinions, sparking imaginations and taking risks.

Have you got what it takes?



Who's your audience?

SaaStock



4,000+

Attendees



150+

Speakers



40+

Hours of content



1,000+

Companies



450+

VC Funds



50+

Countries



150+

Start-up Exhibitors



Job Level

C-Suite **37%**
Founders **15%**
Vice President **5%**
Department Head **8%**
Investors **20%**
Other **15%**

Function

Marketing **22%**
Sales **13%**
Analytics **8%**
Productivity **7%**
Professional Services **6%**
Developer Tools **6%**
HR **6%**
Ecommerce **5%**
Other **27%**

Company Size | ARR

\$1k-100k **13%**
\$100k-1m **19%**
\$1m-5m **24%**
\$5m-10m **11%**
\$10m-20m **14%**
\$20m-100m **10%**
\$100m+ **9%**

Country

United Kingdom **28%**
United States **15%**
Ireland **15%**
Germany **9%**
France **5%**
Netherlands **4%**
Finland **4%**
Belgium **3%**
Other **17%**

*Numbers based on attendee statistics from SaaStock events in 2018

What's your story?

Great narratives are crafted carefully. Spend time planning your proposal, dedicating time to the storyline and delivery:

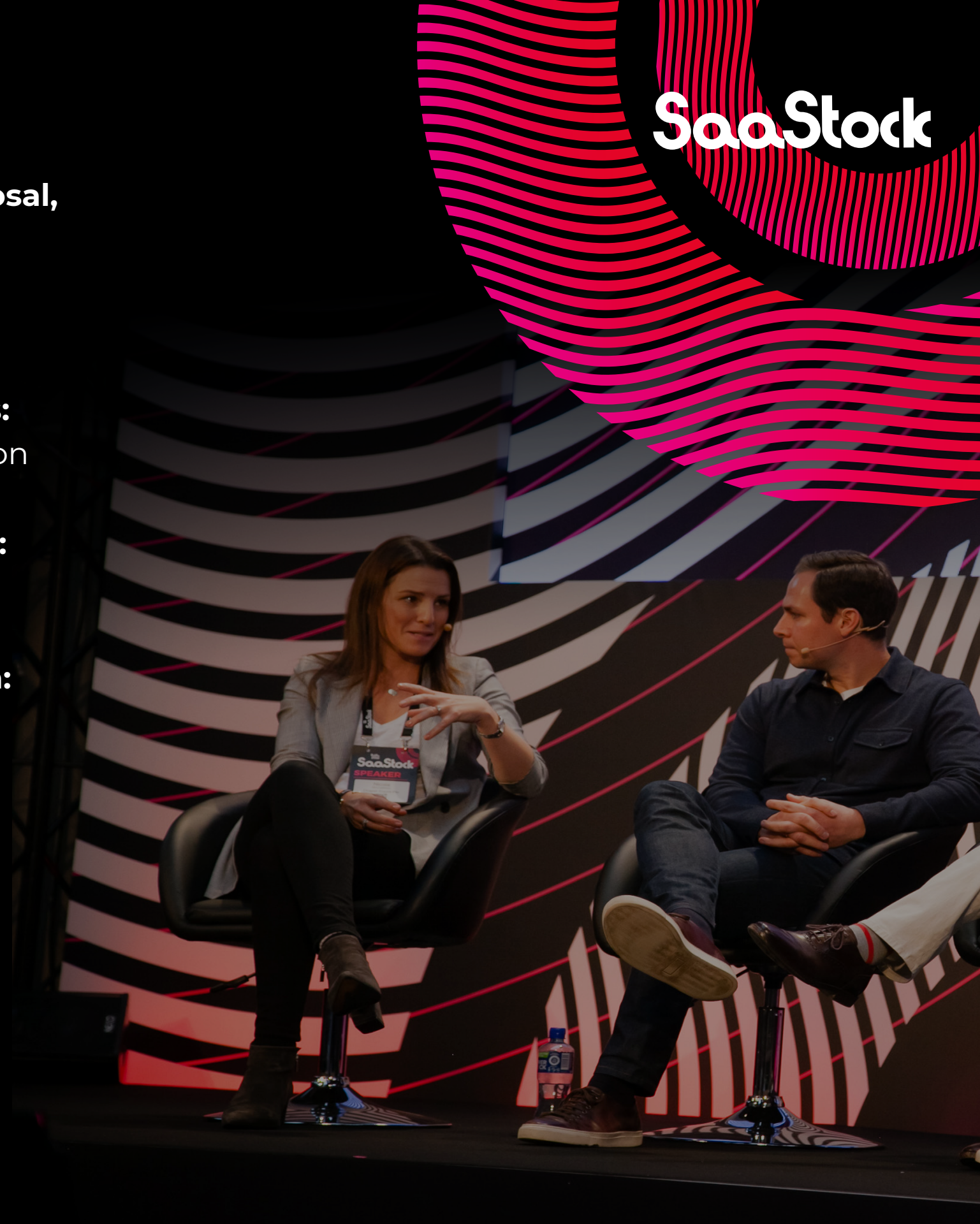
Ask yourself:

- Does your content **challenge the status quo** or move the industry dial?
- What are the **actionable insights** for the audience?
- What are the talking points: how will your content **generate buzz**?
- Can you suggest **new methodologies** to tackle old challenges?
- Do you have a **controversial perspective** on a hot-button issue?
- Are you qualified to offer a **deep-dive** into difficult problem?
- Are you offering **practical advice** on strategy and execution?

Remember:

- **Our audience are experts:**
The best content delivers on depth and relevance
- **SaaStock is a community:**
We value honest opinions over corporate party lines
- **We don't allow repetition:**
Don't use materials you've presented at other events

SaaStock



2019 Conference Themes

SaaSStock

SaaSStock tackles the tough questions and delivers critical insight for the movers and shakers in the SaaS ecosystem. Our agenda is carefully crafted to deconstruct the critical issues, grouped into key themes across stages with distinct personalities.



The Struggle

Nothing worth having comes easy. The Struggle is dedicated to the painful lessons learned by founders at the vanguard of SaaS. Money lost, difficult decisions and mistakes made, we'll explore how entrepreneurs can manage their mental health, finances, teams and co-founders, and hear war stories from the hustlers who pivoted their business to hit the big time.



SaaS Outliers

Dedicated to the revolutionary ideas, individuals, companies and technologies which push the boundaries and challenge the status quo. Ripping up the playbook and redefining the landscape is the name of the game. Whether they're creating a new category, building a groundbreaking product or experimenting with transformational technologies, expect to hear from the visionaries shaping the future of SaaS.



Hiring & Culture

Creating your company culture is both art and science. We can only build great companies off the back of strong teams with an open and inclusive culture. SaaSStock will bring together culture creators to answer tough questions on diversity and inclusion, hiring practices and founder/employee relationships, helping you to build a better business with empathy and honesty.



Funding & Investment

How does money move in a thriving SaaS ecosystem, and what are the key metrics and KPIs used to value SaaS businesses? SaaSStock will deep-dive into the framework for crafting win-win VC relationships and navigating funding challenges, and examine the merits and perils of bootstrapping. We'll forecast the future of the cloud market, explore strategies for managing liquidity, and hear from the investors renowned for backing the next big thing.



Product

Building a great product and finding product-market fit are essential to your SaaS business. SaaSStock will deep-dive into the best practice strategies for product-led growth, including improving user experience in onboarding, driving adoption and ensuring engagement. We'll explore tried and tested methods to secure customer retention, outline the roadmap for creating winning platforms and examine strategies to maximize scalability.



Pricing

How do you select the right pricing model for your SaaS business? From usage-based, freemium, and per user, to flat rate, tiered and everything in between, the choice can be overwhelming. We'll walk you through approaches to pricing strategies, including psychological pricing tactics, pricing page design, discounting and localization, to ensure that you leave equipped with the tactics and timelines to supercharge your pricing strategy.

2019 Conference Themes cont...

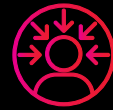
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Internationalization

SaaSStock will explore best practice strategies for international expansion, digging into complex questions surrounding relocation: hiring, culture, language, and timezones. We'll outline how to select the right target markets, create go-to-market plans, navigate new regulatory landscapes and localize your product and messaging. We'll examine which functions to establish and how to structure your landing team to ensure you have the right tools to land and expand successfully.



Customer Success

Ensuring your customer feels heard and valued is one of the cornerstones of commercial success. SaaSStock will interrogate concrete strategies for improving customer onboarding, reducing CAC and increasing LTV. We'll bring together customer success experts to showcase tried-and-tested methodologies for reducing churn and increasing conversion rates by putting the customer at the heart of everything you do.



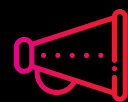
Sales

How do you create the sales model that works for your team, customers and market? SaaSStock will unpick methods to build better sales experiences and benchmark the business cases for inbound and outbound sales. We'll explore how to structure your team for growth, both SMB and enterprise. Expect to uncover unconventional touchpoints and proven tactics to supercharge your revenue.



Metrics

Explore the metrics that are needed to understand and optimize a SaaS business. Get to grips with the Unit Economics you need for your SaaS company and how to define, track and communicate concepts like CAC and LTV both internally and externally. We'll deep-dive into ARR/MRR and churn. We'll discuss funnel metrics, the peculiarities of a SaaS P&L and cash flow, and explore which levers are available to management in growing a SaaS business.



Marketing & Growth

Whether growing your company, targeting new markets or re-evaluating your strategy, perception matters. We'll be hearing from SaaS growth gurus, social media savants, analytics aficionados and channel champions. Expect concrete strategies for nailing and scaling your marketing efforts, uncovering new niches, and landing and expanding across geographies.



Operations

Getting to grips with the internal mechanics of running a company is an ongoing process. SaaSStock will explore the key components of running a successful business. We'll examine the commercial validity of remote working, dig deep into the processes successful businesses put in place and how you can replicate this in your organisation. We'll outline best practice in creating and communicating your company's vision and values to ensure team buy-in and demonstrate the tangible benefits on the bottom line.

2019 Stage Identities

SaaSStock

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Traction

If your ARR is between \$0 - \$1m, The Traction Stage offers expert advice tailored to your needs from the business leaders who are making their mark and creating the future of SaaS. Hear tomorrow's success stories today and meet the next generation of movers and shakers disrupting the SaaS landscape.



Growth

The Growth Stage provides cutting-edge insight into the companies with an ARR of \$1 - \$10m. We'll hear from the innovators who are changing the face of SaaS and provide practical, actionable strategies to rock your revenue. You'll uncover how to manage growing pains, build best-in-class products and top-notch teams, and master your market(s).



Scale

Meet the pioneering SaaS founders with an ARR of \$10 - \$100m, and beyond! The Scale Stage is where we'll hear from the brightest stars in the SaaS galaxy, the founders and CEOs who have shaped the industry as we know it. Listen as they divulge the secrets behind their success and share tactics and strategies for propelling your business into the stratosphere.



Cirque de SaaS

Dedicated to the weird and wonderful, this stage will be igniting unconventional formats that breathe fresh life into old issues. Prepare for a day of game shows, AMAs, VC pitches, live teardowns, high-octane debates, tech showcases and much, much more.



SaaSStock Unplugged

Taking place on the Podcast Stage, this your chance to get up close and personal with your SaaS heroes in an intimate and interactive setting. With roving mics and an emphasis on dialogue, bring your curiosity and inquisitive spirit and join the debate!

Speaker selection

SaaStock

Who should tell your story?

Speaker selection is critical to the success of your content proposal. We don't just look for CEOs and Founders, SaaStock is committed to representing the best and brightest: the product and market experts, the revenue rockstars, the superheroes of sales. And that's not all. In 2018 we launched our #TakingStock pledge to ensure our agendas are as brilliantly diverse as the ecosystem we represent.

The #TakingStockPledge ensures that:

- The speaker and attendee roster are a reflection of society, a place where everyone's voice is heard and where everyone's opinion holds equal weight.
- Extra care is given to bringing marginalized voices to centre stage: inclusive of gender, age, ability, ethnicity, sexuality and neurodiversity.
- We acknowledge our failures and share best practices openly and honestly.
- We strive to foster an open dialogue with our community and will continue to evolve our events with your feedback.

Keep in mind relevance, diversity and expertise when submitting your proposal, and ensure that you give detailed and nuanced insight as to why your speaker is the right fit for SaaStock.



How should you tell your story?

SaaStock

The right format will ensure that your session is high-impact, informative, actionable and fun.

These are some of the formats we consider:

Case Study Presentation

Content rich, actionable and insightful, some of the best sessions follow this format. The one thing no-one wants is a 20-minute product pitch, so make sure the audience will walk away with a fresh perspective, tried-and-tested methodology or useful data. If you've got a deck that delivers, we want you on our stage.

Deep Dive Workshop

Interactivity, interactivity, interactivity: these are the three tenets of a great workshop. Designed to provide in-depth learning which moulds to the needs of its audience, your workshop may be organized into several sections and use multiple presenters and/or formats to provide practical tactics to solve complex problems.

Panel Debate

Discussion is not the right word for a panel format. We want the cut and thrust of debate: clashes of opinion, provocative and well-informed moderators, thought-leaders battling it out for the benefit of the audience. If you're willing to prove your mettle, we want to hear from you.

Announcements

If you've got big news, why not take advantage of the global and industry press at SaaStock? Whether you're launching a new product or company, announcing a major funding round, merger or acquisition, it makes sense to leverage the SaaStock platform by making your announcement live onsite. All we ask is that you keep it hush-hush in the run up to the event.

Fireside Chat

What separates great from good in fireside chats is a fearless interviewer who asks the hard-hitting questions. If you're not uncomfortable, you're not making progress. If you think you know the right person for the job, get in touch.

Founder Stories

Our audience are in the weeds with their companies. Whether they're growing their business, scaling their company across regions or planning their next exit, they want to hear from like-minded individuals who have been through the same struggle. Whether you're sharing triumph or failures, your story matters.

Get Creative!

From game shows to podcasts, AMAs to lightning talks, we're always looking for fresh formats that challenge the status quo and deliver on the high-impact fun that SaaStock is known for. We want to work with you to deliver your wildest dreams. No idea is too left-field!

Timeline and details of the submission process

SaaSStock

FEBRUARY 2019

Submissions open

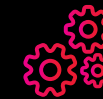


It's go time! The submission forms are live and it's your chance to make your mark. All proposals must be submitted through the online form on the SaaSStock website. Proposals submitted via email will not be considered.

[Click here to apply now.](#)

MARCH – AUGUST 2019

Offers and ideation



We'll reach out to you if your application has been successful and begin the hard work of ideating your session or placing your speaker. Remember, the more creative the proposal and the more insight you can give us on the value of your speaker to our audience, the better your chances of a successful application. Don't be shy!

OCTOBER 2019



SaaSStock stage presence

It's showtime! The eyes of the global SaaS community are on you as you to the stage to deliver cutting edge insight. You'll have worked closely with the SaaSStock team and feel inspired, motivated and prepared. It's your time to shine.

ONGOING

Evaluation and feedback



We carefully evaluate all proposals, and each submission is considered on the merit of its content and speakers. We will notify you if your proposal is being considered and will typically reach out to gather more information to ensure your session or speaker is the perfect fit. We aim to get back to you within 10 weeks of receipt of your submission.



ONGOING

Confirmation and announcement

Once we're happy we've got a killer session or the perfect speaker, we'll begin to put your assets live on the website. We typically add speakers to the line-up once they're accepted to speak, and spend a little longer crafting the perfect session, coming up with a compelling session title and creative abstract which describes the session and its value to the audience.

Speaker guidelines and responsibilities

Submissions are reviewed on a rolling basis but we recommend early submissions so that we have time to thoroughly review your session

If your application to speak is successful, you agree to cover the cost of the logistics behind your attendance (travel, accommodation, etc.)

All content must be original and created specifically for SaaStock. Please do not repeat content that you have presented at other events, especially those within the SaaStock family.

Please avoid purely using information that can be found on your website or in marketing materials.

All speaker confirmations and/or changes must be approved by SaaStock, and SaaStock reserves the right to override any content decisions to ensure the success of your session.

While we are happy to work with PR or marketing teams in organizing sessions, in the run up to the show it is imperative that we connect with the speaker themselves.

We receive hundreds of speaker submissions every year. Please don't be disappointed if you are not selected to speak this year. We regret that we are not able to offer individual feedback on rejected applications.

By submitting content, you are agreeing to allow us to distribute your slides post-event, to allow us to use your image for marketing materials, record and distribute videos of your speech as we see fit.

We can't wait to hear from you! If you have any questions on the submission process, please reach out to us on info@saastock.com

Good luck!

Team SaaStock

SaaStock

