

The background of the image is a photograph of a large, ornate hall with a high, vaulted ceiling and multiple levels of balconies. The hall is filled with people, suggesting a large-scale event or conference. The lighting is dim, with red and blue hues. Overlaid on the image 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. Below it, the text 'Speaker Submission Guidelines' is written in a smaller, 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 SaaStock stage!

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Any questions or queries please contact content@saastock.com

SaaStock



Why speak at 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.

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 SaaS industry. SaaStock is built on compelling stories, and we pride ourselves on sparking imaginations and taking risks.

Have you got what it takes?



SaaStock



What's your story?

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

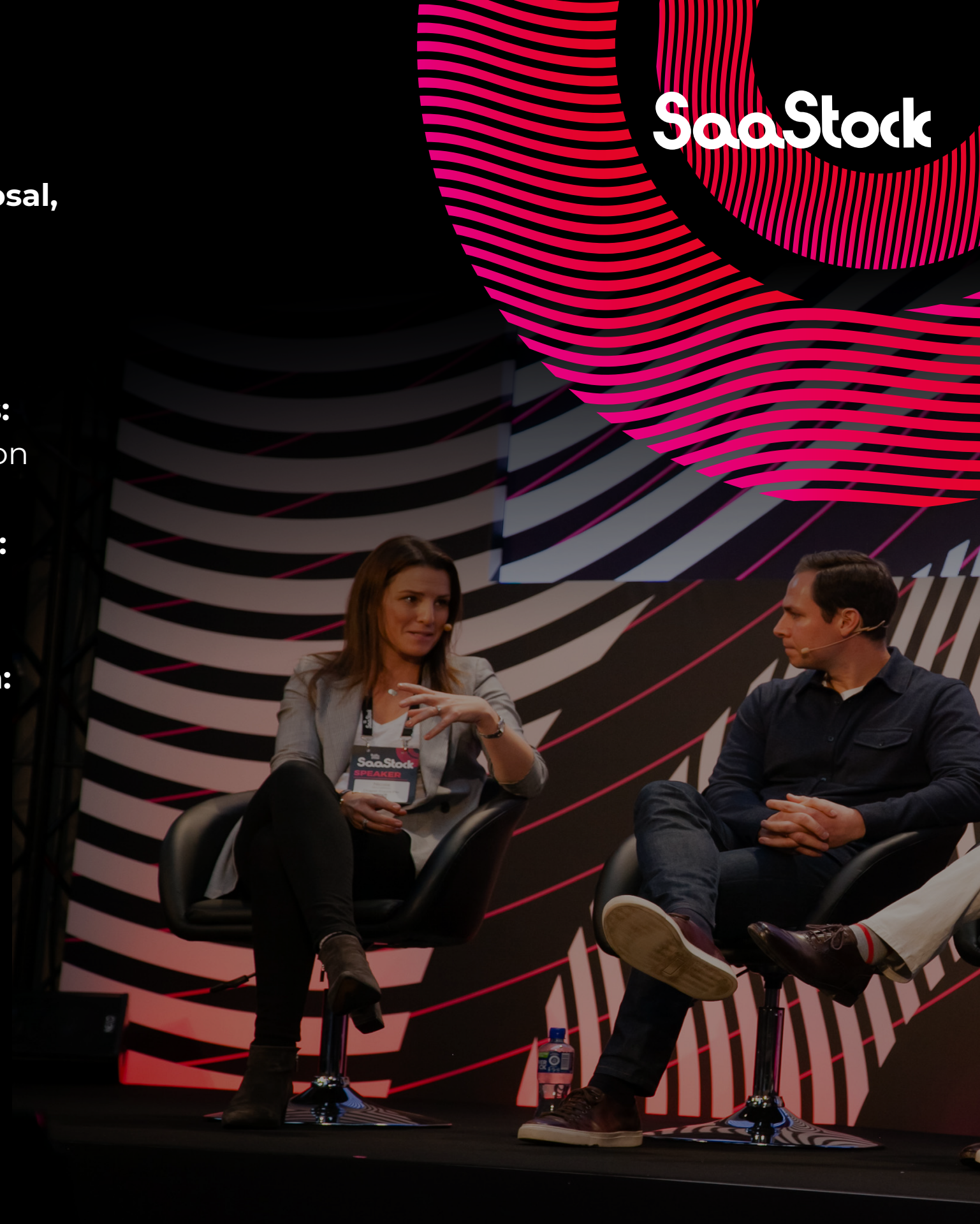
Ask yourself:

- 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



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?



SaaSStock

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 SaaSStock? Whether you're launching a new product or company, announcing a major funding round, merger or acquisition, it makes sense to leverage the SaaSStock 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.

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 content@saastock.com

Good luck!

Team SaaStock

SaaStock

