Online SaaStock LatAm

LatAm's most actionable SaaS conference for founders, execs, and investors

Applying to speak

This brochure will provide you with everything you need to know to ensure you maximise your chances of selection on our speaker roster. Read it carefully and follow our guidelines and you'll be stepping on the online stage in September!

SAASTOCK LATAM IN NUMBERS

ONLINE
August 31st - September 1, 2020

600+
ATTENDEES

25+
PARTNERS

20+
HOURS OF CONTENT

30+
SPEAKERS

300+
COMPANIES

10+
COUNTRIES

30+
STARTUP EXHIBITORS

50+
VC FUNDS

WHY SPEAK AT SAASTOCK LATAM?

Our mission is to help SaaS companies to gain traction, grow, and scale.

We founded SaaStock because the SaaS industry needed an unbiased space to come together, connect, and create.

We are providing a safe and effective solution to address the need for knowledge, community, and innovation.

SaaStock is the only gathering of its kind. A place to meet like minds, fuel your ambition, and spark your imagination.

Join us digitally to ensure that you:

- ✓ **Network with the industry influencers**

- ✓ **Raise your personal or professional brand**

- ✓ **Uncover the trends and tech disrupting the industry**

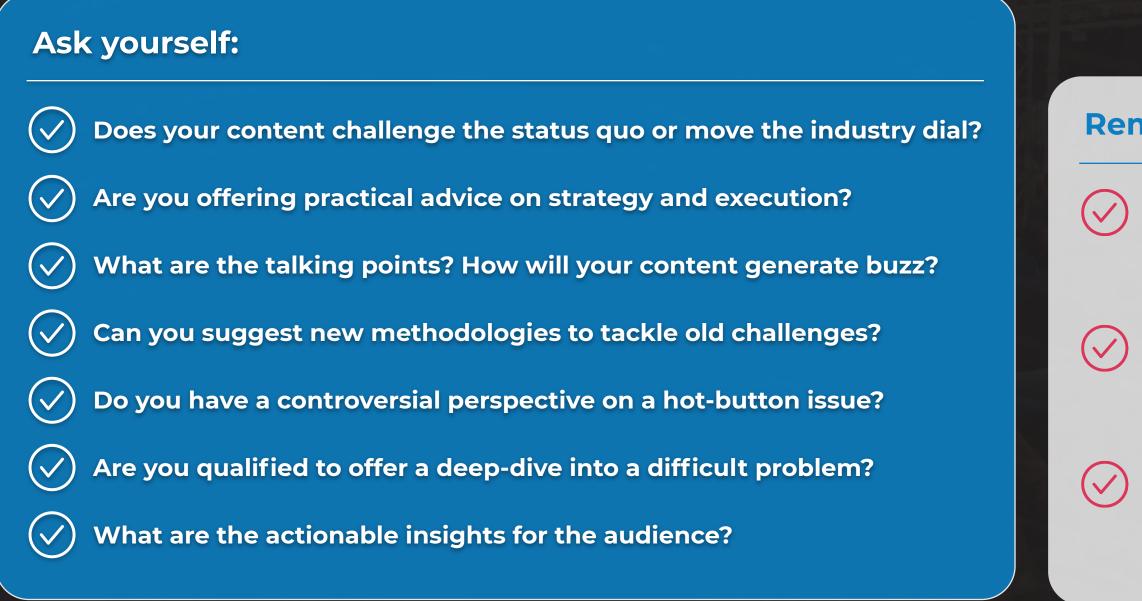- ✓ **Touch base with existing customers and secure new business**

- ✓ **Connect with potential investors and secure your latest funding round**

- ✓ **Launch new products or companies and deliver game-changing announcements**

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?

- ✓ Are you offering practical advice on strategy and execution?

- ✓ 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 a difficult problem?

- ✓ What are the actionable insights for the audience?

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.

- ✓ **Been there, seen that:** Don't use materials you've presented at other events.

HOW SHOULD YOU TELL YOUR STORY?

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 product pitch, so make sure the audience will gain a fresh perspective, tried-and-tested methodology, or useful data.

Fireside Chat

One-on-one interviews that tackle a particular topics or theme. What separates great from good in fireside chats is a fearless interviewer who asks hard-hitting questions.

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-minds who have been through the same struggle.

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.

Deep Dive Workshop

Designed to provide in-depth learning which moulds to the needs of its audience, your workshop may be organised into several sections to provide practical tactics to approach complex problems.

Round-table

Our online audience value interactivity. Roundtables will be formatted in small groups with one digital leader to tackle a particular topic or issue under Chatham House Rules.

Get Creative!

From game shows to podcasts, AMAs to book clubs, we're always looking for fresh formats.

Can you challenge the status quo and deliver on the high-impact fun that SaaStock conferences are known for?

We want to work with you to deliver your wildest dreams. No idea is too left-field.

We're listening!

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: today's unsung heroes and tomorrow's business leaders.

Alongside the hands-dirty, how-I-built-this content you know and love, SaaStock Remote will be centred on stories of personal and professional growth.

Our speaker selection process 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 marginalised voices to centre stage: inclusive of gender, age, ability, ethnicity, sexuality and neurodiversity.

- ✓ We acknowledge our failures and share best practices openly and honestly.

STAGE IDENTITIES

SaaStock 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 for ease of navigation and to ensure maximum networking impact for like-minded individuals.

Our stages have been shaped to suit the online experience

1

Main Stage
We'll hear from the founders and CEOs who have shaped the industry. Listen as they divulge the secrets behind their success and share tactics and strategies for propelling your business into the stratosphere.

2

Sessions Stage
Vulnerability is seldom present on the stages of SaaS conferences. SaaStock Sessions welcomes raw stories told with authenticity. We'll host honest conversations designed to challenge and inspire with SaaS leaders who have seen it all.

3

Roundtables & Workshops
An intimate stage focussed on peer-driven insights. This your chance to get up close and personal with your SaaS heroes in an intimate and interactive setting, bring your curiosity and inquisitive spirit and join the debate!

SPEAKER SUBMISSION TIMELINE

July-August 2020
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 SaaStock website. Proposals submitted via email will not be considered.

August 2020
Offers & 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 increases your chances of a successful application. Don't be shy!

September 2020
SaaStock 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 SaaStock team and feel inspired, motivated and prepared. It's your time to shine!

Ongoing
Evaluation and Feedback

We carefully evaluate all proposals, and 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 3 weeks of receipt of your submission.

Ongoing
Confirmation & 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 their accepted to speak, and spend a little longer crafting the perfect session.
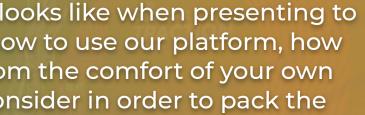
TELL YOUR STORY OVER THE AIRWAVES

Never presented online?

Fear not - SaaStock's here to help you up your digital presenting game with experienced folks who can give your digital presence just as much impact as your physical one!

Speaker clinics

Our clinics tell you what best practice looks like when presenting to a virtual audience. You'll understand how to use our platform, how to engage viewers across the globe from the comfort of your own home, and the logistics you need to consider in order to pack the most punch in your content session.

We're here to help you take your content to the next level, online

SPEAKER GUIDELINES

Submissions are reviewed on a rolling basis but we recommend early submissions so that we are able to review your session within a measured timeframe.

1. All content must be original and created specifically for SaaStock. Please do not repeat content that you have presented at other events

2. You are responsible for conception, creation and execution of your session. However, all speaker confirmations and/or changes must be approved by SaaStock

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

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

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

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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.

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