



# "MONETISING DIGITAL: SHOW ME THE MONEY" CONFERENCE

## 21-24 MAY

## HELSINKI, FINLAND

### Potential Speaker Proposal

Please complete form fields, save and return via email to [shay@icmaonline.org](mailto:shay@icmaonline.org). Indicate **Speaker Proposal Helsinki** in the subject line. The proposal will be reviewed by the programming committee. We will follow up with you as soon as a decision has been made.

Name/Job Title:

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Company:

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Address:

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City/Country/Postcode:

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Phone/Email:

\*\*\*Please attach current photo & biography\*\*\*

**1. Recent Speaking Experience**—Please note presentations within the past year, including the event name, your presentation's topic, and the number of people in attendance.

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**2. Speaking References**—links to videos & prior presentations - as well as the name of contact, city, state, phone number and/or e-mail of a speaker reference.

1. \_\_\_\_\_

2. \_\_\_\_\_

**3. Potential Presentation Topics**—Please attach a separate sheet for detailed outlines/proposals. Include 3 to 5 bullet points listing what the audience will learn from your presentation.

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**5. Additional Comments**

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## Presentation Requirements for ICMA Conferences

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### Show instead of tell:

The audience are looking for genuine examples, screen shots and stories that help illustrate the topic you are presenting. The ICMA delegation learn best by seeing how things work rather than a list of bullet points. Past experience has shown that visual aids and case studies to demonstrate what you are explaining have produced the highest ratings for the respective speakers/presenters/facilitators.

### Less really is more:

A single, strong, graphic image or succinct line of text will tell your story better than a crowded collage or packed paragraph. Keep in mind, people need to process everything you're saying while simultaneously taking in your slides. Rather than one complex slide, show several slides, each with one idea, image or data point. Eliminate "headline and bullet-points" slides; they are tiring to read.

**Text size:** Your text should be large enough to be legible to the person sitting in the back of the room.

### Share Best Practices:

Offer tips, suggestions and insider knowledge. Sharing of best practices is what sets ICMA apart from other associations.

### NO SALES PITCH!

As you are most likely aware - attendees come to the conference to learn, not to hear about what you sell. Therefore, a good presentation free of sales content is the best and most valuable presentation your company can have. If you would like to present your company briefly then we recommend that you comply with the following suggestions, which offers a good balance for the presenter and still ensures a positive reception from the delegation.

- Use one slide to present your company and its services, ideally within the context of your presentation.
  - You can also briefly list your clients and provide a company background.
- The above should take no more than about 30 seconds or 1 minute as a maximum.
  - Get bonus points by saying that there is a lot you could say about your company but that you'd like to spare the audience the typical sales presentation.
  - The audience will appreciate this.
- When talking about your products or services, **use case studies**.
  - You can also gain bonus points here by mentioning the services or products provided by your competitors.
- Should you wish to cover a specific question during the Q&A session, discuss this in advance with the moderator.

**Think TED!**