CISO EXECUTIVE NETWORK

Guidelines for Event Speakers and Panelists

These guidelines spell out our expectations and rules of engagement for our speaker and sponsor attendees. They are intended to help our speakers and sponsors interact with our audience most effectively and in accordance with our member's expectations. **Sponsor speakers are obligated to review and abide by these guidelines.**

PRE-EVENT SPONSOR CALL
Several weeks before an event series your firm will be required to participate in a brief call with the CISO Executive Network executive team to discuss the event topic. On this call, our team will provide specific guidance on what we want discussed at the event. We will provide sponsors with questions our members want answered. **All sponsors are required to participate in a pre-event call.** We will generally provide two dates and times for the calls. If the sponsor's speaker is not available for call dates, the sponsor may have an alternative representative on the call.

AUDIENCE
Please be cognizant that our members and other attendees to CISO Executive Network events are highly experienced, executive-level information security professionals. They attend our events to learn from one another and to hear speakers present new and relevant information. Our events are specifically designed to be intimate for the purpose of encouraging discussion and peer-to-peer sharing.

Our members expect our speakers to address the topic of our event from a business perspective. They do not appreciate technical, product presentations at our events. They want to hear how your organization has helped clients overcome the challenges related to the topic of our events. Case studies are most appreciated.

WHO MAY SPEAK
The CISO Executive Network **requires that all speakers be senior-level representatives from our sponsor firms**. We recommend that you send VPs and other executives that can show thought leadership. **In no case may a sales person speak** or participate in panel discussion.

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HOW LONG DO WE SPEAK?
During breakfast roundtable events, speakers have a **VERY STRICT 20-minutes** speaking slot. Please note that in addition to speaking for your segment, you will also have an opportunity to participate in a moderated wrap-up at the end of the event. A CISO Executive Network representative will signal the speaker when 10 minutes and 5 minutes remain in the speaker's allotted time slot. Because of our strict adherence to 20 minutes, please **rehearse and ensure that you get your most important message across in the first few minutes of your presentation**.

Our experience shows that speakers are rarely accustomed to speaking for only 20 minutes and that most presentations are designed for a 30-minute spot.   Please, do not try to "squeeze" a 30-minute presentation into your 20-minute spot.

CAN WE USE SLIDES?
Yes. You can use slides to aid your presentation. If you use slides, they **must be provided to the CISO Executive Network at least one week prior to the event** for review and approval by the CISO Executive Network executive team.   CISO Executive Network reserves the right to reject any slides it deems unsuitable to its audience. **Final versions are due 2 business days in advance of your event** so the slides can be integrated into a master presentation file.

When creating your presentation materials, please be cognizant of your time limitation. Make your slide deck size accordingly. You **should have NO MORE than 7-10 slides** for a 20-minute presentation. **Slide decks that are considered too long during review will be returned with recommendations to reduce the length.**

HOW MANY PEOPLE CAN WE BRING?
Sponsors are permitted to have their speaker and one (1) additional company attendee at breakfast events. Our goal is to ensure that our members don't perceive sponsors are overrunning them. We must maintain an intimate environment in order to foster peer-to-peer dialogue.

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You may also invite appropriate, senior-level information security professionals from your clients and prospects.

Please note that ALL attendees MUST REGISTER to attend the event. We will send out registration links for each event along with the event invitation. There is no cost for attendees.

HELPFUL GUIDANCE
The goal of your presentation should be to show our members and attendees that **you and your firm are thought-leaders on the topic of discussion**. Your goal should not be to tell them all the features and benefits of your solution. Our members often comment that speakers **should not waste time restating the problem**. They would prefer to hear how you can solve their problem related to the topic of discussion, how they can get money from their companies for your solution (the business case), and how to maximize the likelihood of successful implementation of your solution (case study-lessons learned). **Our members always prefer hearing how your firm solved a problem related to the event topic with one or more of your clients in a case study format**.

We want you to be very successful when you participate in our events. Please don't hesitate to ask questions about your presentation before the day of the event. We often spend time with individual speakers reviewing their message and presentation materials to help ensure success for all involved.