ARCHER

ARCHER SUMMIT 2021

September 13-15 | Orlando, Florida & Virtual

Call for Speakers Guide

Do you have a great customer success story to tell? Do you have a passion for sharing your knowledge with others? Do you like helping others solve common challenges? If you answered yes to any – or all – of those questions, then we want to hear from you!

If you have ever attended Archer Summit, you know that the quality of speakers is extremely high. If you are already thinking to yourself, "I've got a great story to tell and want to share, best practices, teachings, and how-to's," then don't wait – submit your idea today.

After we comb through every submission, we'll make our decisions. If you are selected to speak at Archer Summit 2021, you'll receive a complimentary full conference pass (onsite or virtual – your choice!). All submissions must be in by June 1, 2021.

To help you get started, below are 10 tips as to what we're looking for in this year's Archer Summit submissions:

1. **Start with a great story to tell, including a passion for sharing knowledge with others**

2. **Touch on a topic that addresses or solves common customer challenges**

3. **Clearly identify your target audience and/or target industries**

4. **Highlight a tip or trick (i.e. "Use this shortcut to save 10 minutes a week.")**

5. **Include an engaging and eye-catching demo**

6. **Underscore the power of Archer cross solutions products (i.e. using multiple Archer products to solve challenges)**

7. **Incorporate clear use cases, best practices, learnings, and how-to's**

8. **Clearly identify how your company uses Archer products (including the roll-out)**

9. **Highlight key success metrics and/or ROI resulting from your implementation**

10. **Have a key takeaway or action item that attendees will walk away with**

Thanks for taking the time to put together your speaker submission. We're looking forward to seeing you in Orlando or virtually at Archer Summit 2021. Good luck!

Please fill out the information below and submit this form to stacy.sakellariou@rsa.com with 'Speaker Submission' in the Subject line.

*= required input

First name *   Last Name * .

Company/Organization *

Job Title *

Address 1*

Address 2

City*   State/Province*

Zip/Postal Code*   Country*

 Email address *   Phone *

    I have presented at RSA Charge or an Archer Summit before.

    I am interested in participating in a panel discussion if this session is not selected.

If there is more than one speaker, list each speaker/panelist name, company, title and email below:

IMPORTANT SESSION INFORMATION

- All sessions are 45 or 20 minutes long;
- Vendor product and/or solution sales-oriented presentations will not be accepted.
- All Partner presentations need to include an Archer customer who will co-present and share their experience and lessons learned.

SESSION TITLE *

Your session title should clearly indicate the topic of your presentation, and do so in a way that attracts potential attendees for your presentation.

ABSTRACT *

In a few sentences, explain what your session will cover (please do not use bullets in your submission). This abstract will be included in our marketing materials, website and pocket agenda.

SESSION FORMAT*

Individual Speaker

Co-speakers –this format has two speakers, Primary and Secondary. The Primary Speaker is the main contact for the session.

Panel Discussion – This is a session with a Moderator (Panel Leader) and max of 3 Panelists. The Moderator is responsible for facilitating the discussion and the main contact for the session

TARGET AUDIENCE*

Power User	Technical 1 – beginner
Professional	Technical 2 - advanced
Power User	

SESSION TYPE*

Customer Success Story

Sponsored Session

Technical Session

Learning Lab

45 Minute Session

20 Minute Session (Ted Talk format)

*Please note that only <u>one</u> complimentary speaker registration pass will be given per breakout session.

NEXT STEPS...

Once the Archer Summit committee selects the final speakers, an email will be sent out to all approved speakers with detailed information on how to register for the event. Below is the timeline for speaker deadlines:

- **June 1, 2021:** Deadline for speaker submissions.
- **June 28, 2021:** Speaker decisions complete. Archer will notify all proposed speakers of the program committee's decisions.
- **August 16, 2021:** Final PowerPoint presentation due.

FAQ'S

What are the benefits for being a speaker?
- A complimentary full-conference registration pass valued at $995. (Speakers are responsible for their own travel, hotel, and other costs related to attending Archer Summit)
- Support and guidance from an Archer Summit conference track owner.
- Recognition in the Archer Summit program guide and conference website.

What are the speaker responsibilities?
By submitting a speaker proposal and receiving approval from Archer, an RSA Business, you are authorizing Archer to publish your name, company name, biography, and presentation summary in conference materials, including the show guide and event web site. Accepted speakers will present in a forty-five minute breakout session. To ensure that Archer Summit attendees experience relevant and professional presentations, speakers are expected to prepare their presentations according to the guidelines and timelines provided. Speakers will have access to Archer professionals to help shape final content.

What topics should I submit?
We know that Archer Summit attendees value sessions that are educational and practical. They want to leave the conference with best practices for maximizing their Archer solutions and clear "to dos" to make effective changes in their organizations. Case study examples are particularly compelling, so others can learn from your approach, successes, and lessons learned.

What topics should I avoid?
Conference attendees clearly do not want to hear a sales pitch. If yours is a services organization, avoid case studies on behalf of a client or presentations on your methodology. Instead, encourage a seasoned consultant to offer a practical "how to" topic focused on the products and solutions Archer Summit attendees are using today. Avoid topics that only address what you are doing. Attendees are interested in the how and why of what others are doing.

May I submit a proposal on behalf of someone else?
Yes. Notification emails will be sent to the person who submits the proposal.

Who do I contact with other questions?
For speaker-related questions, please contact **stacy.sakellariou@rsa.com**