

OCTOBER 27-30, 2019
Money **USA**
20/20

Speaking at Money20/20 USA

Your Step-by-Step Guide



us.money2020.com

Table of Contents



➔ Money20/20 Overview

- 3 The Event
- 4 The Industry's Leading Stage
- 5 Attendee Demographics

➔ Step 1: Brainstorming Your Content Proposal

- 6 Topic: What is Your Story?
- 7 Speakers: Who is Best to Tell Your Story?
- 8 Session Formats: How Can You Tell Your Story?
- 9 Agenda Themes & Session Venues: Where Does Your Idea Fit?

➔ Step 2: Write & Submit Your Proposal

- 12 Call for Content Process & Deadlines
- 12 Speaker Guidelines & Responsibilities

➔ Step 3: Prepare for Your Moment in the Spotlight

- 13 Pre-Event
- 13 On-Site

➔ Additional Questions?

- 14 Getting in Touch with Us
-

Money20/20 Overview

The Event

Money20/20 is the epicenter of the industry, where the Payments, Fintech and Financial Services ecosystem unites to create a simpler, fairer, faster and more inclusive financial system for individuals, businesses, and society as a whole.

Only Money20/20 unlocks the value of having everyone from every industry sector in one place ready to learn and get business done. We've quickly become the premier event for our industry's revolutionaries and pioneers to seize new business opportunities, build connections and discover the latest disruptions.

An Unparalleled Event—Where Leaders Unite

Money20/20 delivers the four most productive days on the industry calendar, acting as the catalyst for countless business deals, ideas, investments and initiatives leading to trillions of dollars in value. With the most expansive exhibit hall, strongest networking opportunities and an unparalleled speaker roster, Money20/20 delivers an exemplary experience highlighting, shaping and connecting the industry's best and brightest.

We're the widely acknowledged industry-standard platform for you to:

- ✓ Engage with the Industry's Most High-Profile Audience
- ✓ Discover the Latest and Most Impactful Disruptions
- ✓ Share Major Announcements
- ✓ Launch New Products or Companies
- ✓ Connect with Your Customers & Secure New Ones
- ✓ Fundraise or Source Investments
- ✓ Maximize Brand Awareness
- ✓ Seize New Business Opportunities
- ✓ Develop Partnerships & Collaborate





The Industry's Leading Stage

At Money20/20 we provide opportunities to collaborate, educate and influence; empowering delegates to unite to revolutionize how we manage, spend, invest, protect, share and borrow money.

On all our stages, we welcome and celebrate the pioneering voices and restless minds who are creating and shaping the future of money. These notable people, like many others, are leading us into the future of money. They believe that the financial system can become simpler, faster and fairer. And they have the courage and entrepreneurial spirit to change things for the better.

The voices that take our stage are leaders, pioneers and trailblazers in their own right. As experts and visionaries in their field, we look to them to deliver thought leadership that is advancing the industry and challenging the status quo.

Each year, we receive five times more content submissions than we are able to fit in our program. In 2019, we will be placing greater focus on quality over quantity and we will be particularly rigorous in our selection process. We're looking for a variety of qualities, with a careful blend across the program: from topics, to speakers, to formats.

The Money20/20 stage is not to be taken on lightly. In preparing your submission, tell us why you or another speaker is at the forefront of change, and how your content will inspire, educate and empower our audiences.

Attendee Demographics

Money20/20 is unique in bringing together the most senior audience of geographically diverse leaders. Our attendees represent every key sector and size of organization in an increasingly complex payment and financial services ecosystem. We're proud of the incredible growth we've experienced since our inaugural 2012 event, and we're maintaining that momentum as the industry continues to rely on Money20/20 for all that we offer.

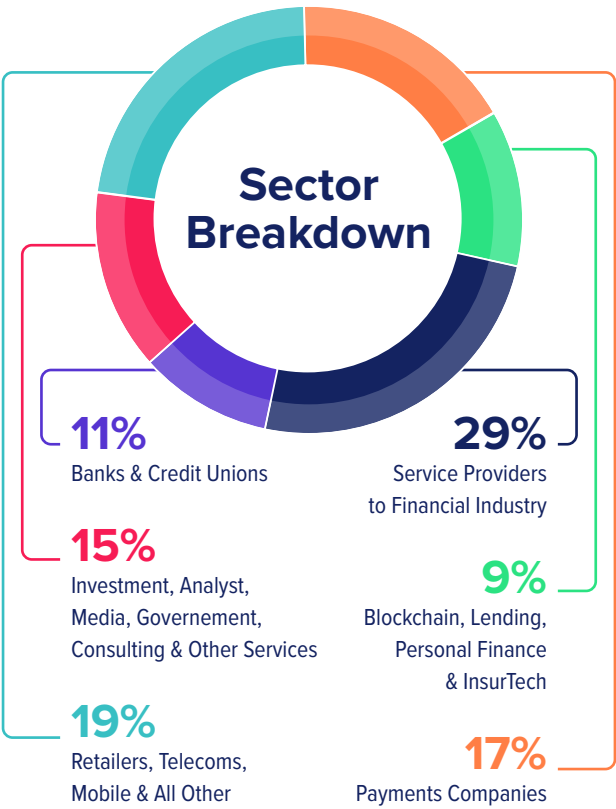
Attendee Breakdown

 **2,300+** C-Suite Execs

 **3,400+** Companies

 **400+** Startups

 **88** Countries



*Based on 2018 Actuals

Step 1: Brainstorming Your Content Proposal

Topic: What is Your Story?

Take a moment to think about the story you want to tell at Money20/20 and why.

Think about the following:

- Why does it matter? How will this content move the industry forward?
- What is the value for the audience? What will they learn?
- How and why will it inspire, engage, motivate and affect people?

Like the most successful FinTech startups, the best Money20/20 sessions tend to focus on a single clear message or idea.

Your Money20/20 session will be most successful if your content is:

Independent

Please do not bring your company's most recent PR initiative to our stage. We seek out honest content with the intent to educate our audience.

Substantive

Cover your topic with depth; avoid platitudes or superficial content.

Educational

Provide key takeaways and actionable insights; attendees come to Money20/20 to learn.

Innovative

Share examples of innovation that are truly changing our industry; more than just incremental.

Disruptive

Shake things up a bit; bring thought leadership that truly disrupts that status quo.

Genuine

Be open and honest rather than scripted and corporate; attendees will appreciate your authenticity.

Surprising

Give your audience something valuable and unexpected.

As a thought-starter, some of the types of content that resonate well with the audience include:

- 💡 Insights on today's or tomorrow's FinTech landscape
- 💡 Actionable insights or "how-to" guide on a hot topic
- 💡 Deep-dive case study
- 💡 Debate on a controversial issue
- 💡 Big announcement or game-changing development
- 💡 Inspirational piece or a big idea
- 💡 Call to action
- 💡 Fresh ways of thinking

Fresh

Deliver content that is current, new and exciting; don't rehash stale presentations delivered previously in other forums.

Newsworthy

Make a significant announcement, such as a new product or partnership.

Insightful

Boldly dissect today's trends or consult your crystal ball and share perspective on where the industry will be in 3, 5 or 10 years.

Revolutionary

On the cutting-edge; boldly creating the future of money.

Speakers: Who is Best to Tell Your Story

The suggested speakers play a huge part in the success of a proposal. While you may have the perfect speakers within your own organization, but don't limit your thinking. The potential is boundless and we encourage you to choose to nominate amazing speakers from outside your company that will bring great value to the Money20/20 audience.

Our goal is for the 450+ speakers at Money20/20 to represent the diverse group of stakeholders that comprise the payments, commerce and financial technology ecosystem. As you consider the speaker line-up for your session, take a moment to consider the types of speakers that will add value to the conversation.

Industry Leaders

CEOs and C-level executives, industry legends or today's rising stars—our audiences want to hear from the true leaders in our industry.

Entrepreneurs

These are the pioneers who are creating new solutions that will define the future of money, whether they are founders launching new startup companies or leaders of internal innovation efforts within larger organizations.

Investors

Venture Capitalists and other investors are funding the FinTech revolution and mentoring the next generation of leaders. They bring unique perspective on where value is being created today and will be in the future.

Customers

Omnichannel retailers, e-commerce marketplaces, next generation banks and even consumers—some of the most meaningful conversations are those that include the perspective of our B2B and B2C customers.

Regulators

The financial services industry is highly regulated and stakeholders must work together to balance consumer protection with financial innovation. Our audiences tell us that they value opportunities to directly engage with regulators.

Thought Leaders

This category includes insightful minds from both within and outside of the financial industry, such as consultants, analysts and academics.

Moderators

These are as important as speakers so we advise that all moderators have professional interview experience, preferably in a broadcast medium. They must also have some relevance to the topic or interviewees.

A Few Speaker Tips:

Speaker numbers

Focus on quality of speakers over quantity. Based on audience feedback, we're moving away from sessions with large numbers of panelists. To foster more depth of discussion, we recommend that you have no more than five people on stage at one time (including the moderator/interviewer).

Diversity

Money20/20 is a truly global event and we love to welcome a broad line-up of speakers. That way we get the best mix of stories. As you prepare your proposal, keep in mind that we expect and will plan for a speaker faculty that is diverse and reflects the world at large—including gender, age and ethnicity.

Relevance over seniority

Often, our audiences want to hear from those in your organization who have a really interesting story, background or point of view, not necessarily the most senior job title. While we welcome CEO speakers, keep in mind that sometimes your CEO might not be the best person to tell the story.



Session Formats: How Can You Tell Your Story?

The Money20/20 audience expects to learn, to be inspired and to be challenged by content that has depth and explores the cutting edge of FinTech. This is a global stage on which only world-class ideas will be remembered.

Thus, we can't stress enough how important it is to get the format and delivery of your session exactly right. People often leave this to the last minute—focusing instead on the guests and the synopsis. It's important to opt for a content delivery style that helps the substance of your session shine bright.

Different formats and delivery styles work better depending on the objectives for a particular session. Please consider session formats carefully and be innovative with how to convey your idea. Great agenda sessions can use either traditional or unconventional formats, but they must always be relevant and deliver value.



Example Session Formats Include (but are not limited to):

Stand-Up Presentation

Our attendees tell us that one of their most preferred session formats is a well-delivered presentation. To promote authenticity, we require presenters to deliver their remarks without a scripted teleprompter. Presentation sessions are typically 20 minutes in duration and may involve one or more speakers.

Panel Discussion

A structured panel session, with a professional moderator and a carefully constructed grouping of panelists, can be an engaging format for exploring important industry topics in an informal and dynamic manner and bringing forward the diverse perspectives of different stakeholders. Panels are typically 40 minutes in duration and should include a moderator and no more than 3 or 4 panelists.

Case Studies

This year at Money20/20 we are seeking to incorporate series of exclusive thought-leadership pieces that explore a bold hypothesis about some aspect of the “future of money.” These studies must be developed exclusively for release at Money20/20 and ideally will incorporate primary consumer or B2B research. The organizations we select will produce a case study, which we will publish to all Money20/20 delegates.

Fireside Chat

These sessions will feature an intimate on-on-one interview with up to two interviewees and a moderator. Through candid conversation and insider insights, the content presented in this format will be dynamic, authentic, and engaging. Following the conversation, a short facilitated conversation engaging the whole group will leave a profound and lasting impact on audiences.

Announcements

Does your company have big news to share? Showcase your latest technology, product or disruption live on our stage. Share your big news for the very first time in a 10-minute presentation on the industry's most prestigious platform. Some of the industry's largest developments that shaped the future of money have been made on our stage in years past. Gain the undivided attention of the most influential and senior audience by saving your news for Money20/20.

Be Revolutionary!

Use your creativity to develop new session formats that will surprise, educate, inspire and engage our Money20/20 audiences. Share your ideas. We're always open to innovative approaches.

Agenda Themes & Session Venues: Where Does Your Idea Fit?

The Money20/20 agenda covers the critical and concrete ways that innovators in payments, commerce and financial services are creating the future of money. Our content is bold, insightful and at times, provocative.

We organize our agenda into thematic tracks that group sessions based on their content. Each track is comprised of multiple sessions covered in a variety of formats. This helps make the agenda easier to navigate and helps facilitate networking opportunities for attendees with common interests.



Our agenda themes for 2019 are as follows:

Payments & Commerce Innovation

The world of commerce is evolving through new channels, like augmented reality and social commerce, and unlocking exciting new grounds for engagement. Smart retailers and merchants are now utilizing both online and offline strategies and partnering with fast and frictionless payments, resulting in an optimal consumer experience. This, combined with increasingly powerful mergers & acquisitions is changing the landscape of the value chain. But, what does the onslaught of new platforms mean for the current US market? In this track, we'll take a closer look at their impact on margins and learn where new sources of value will start to emerge.

Banking Transformation & Personal Finance

The banking sector continues to face pressures on profitability as a result of low interest rates, the activity slowdown and increased regulatory pressures. In addition the growth of new specialized players entering financial services successfully taking on new segments of the value chain and the continued application of game changing tech and the use of data are creating unimaginable opportunities and challenges. What are these and how can you stay ahead of the curve? At Money20/20 we'll cover the important changes that are happening in the financial services value chain now and over the coming years to help decode where new opportunities and challenges are emerging. We'll also cover new applications of tech in banking, such as those arising from advancements in AI, cloud and blockchain which can provide game-changing efficiencies in the front and back-office. There will also be coverage of the importance of maintaining and increasing the touch-point with customers through beautiful UX and CX and new sources of value arising from leveraging data to remain relevant and more personable in a brave new financial services world.

Emerging & Converging Tech

Explore what happens when you take a holistic approach to leveraging technology. While many companies are experimenting with AI, machine learning, cloud, quantum computing and blockchain, removing silos and driving interoperability between these projects has the potential to create something truly transformational. How can these individual projects scale together and what will happen when they collide? What would a proposition that leverages the aforementioned technologies even look like? We'll provide the very latest, cutting-edge thinking and early stage implementations to inform your company's tech strategy and roadmap.

[Agenda Themes Continued →](#)



The Human Factor

As a society largely influenced by digital platforms and experiences, the consumer experience is more important today than ever. Now, it's imperative to understand behavioral economics and the important yet underutilized role this plays in consumers' decisions and desires. It is clear that success requires more than just a seamless platform - it requires a deep understanding of what makes a positive experience. This leads us to ask, what drives loyalty today? How and why has social responsibility become a necessity, rather than just a priority? To share the science and art that goes into creating a strong brand and strong design, and the impact this holds on CX, we'll turn to the industry's leading CMO's and Design Engineers to share their tips, tricks and triumphs.

Blockchain & Crypto

Blockchains are collections of asynchronous entities that collectively work together to achieve a common purpose. Similarly, this is also an apt description of the blockchain industry in general. These distributed systems are economic, technological and process creations, which often make them difficult to comprehend, while presenting tremendous potential. Being one of the most dynamic tech sectors, they've experienced roller coaster rides in ICOs and cryptocurrencies, stable coins, protocols and scalability, interactions with other technologies like AI, adoption by industry leaders and disruptive upstarts, and much more. This track will take a deep dive into each facet of this disruptive technology, and while we don't expect consensus, there will be a great deal of proof of work.

Alternative Lending & Credit

Alternative lending aims to give credit where it's due. Digital technologies have transformed the marketing, underwriting and management of credit processes for the largest multinational banks as well as for P2P informal lending. Business models in this space have included marketplaces, enhanced lending models, broader data sources, direct lending and improved customer interaction processes. Now, how can this evolving industry continue to grow on the critical themes and models already at play? As an industry responsible for trillions of dollars in spending, even fractional improvements can drive large results when executed properly. This track will unearth how achieving scale, unexpected partnerships and unconventional approaches are imperative for advancement and success.

Regulation & Regtech

Regulation & Regtech provide the boundaries of the industry and enforce good behaviors throughout the financial services ecosystem. As new technologies develop, they can be perceived as leveling the playing field or creating unfair competitive advantages. Historically, precepts such as safety and soundness, fairness amongst institutions and consumers, and responsible behavior were 'North Stars' for regulators and the industry. In retrospect, these issues were much more manageable in contained ecosystems with managed growth. How have new technologies like AI, blockchain and big data have removed the barriers which impeded growth and provided protection? Throughout this track, we'll explore how Regulators and Regtechs are nimbly navigating the industry to maximize both.

[Agenda Themes Continued →](#)

Regional Super Stars: Spotlight on Asia & LATAM

Rising stars in both Asia and LATAM are set to define the landscape in 2019 and beyond. The ongoing rise of Asia's tech giants continues to accelerate, firmly impacting every region through investments, new product developments and the application of new technologies. In the LATAM region, a number of rising stars in the market have secured large investments and are now set to drive incredible change. From a global perspective, how could financial services evolve through the convergence of financial services, retail and social media? Prepare to be challenged, stimulated and inspired as we delve into the very best of Asia and LATAM and zone in on new game-changing advancements.

Digital Trust

As the digital world permeates more areas of our lives, the degree to which people trust digital devices, interactions, services and the organizations behind them becomes increasingly important. Facilitating commerce and banking in a digital context requires both a portable digital identity and an approach to data privacy that instills mutual trust. But what are the regulatory and ethical considerations of data privacy? What lessons or predictions can we gain from GDPR and U.S. privacy law, such as the California Consumer Privacy Act? And how do we combat illicit activity or clean up after a data breach? Here, we'll explore the latest advances in digital identity and find actionable ways for financial services companies to enable digital trust.

Cybersecurity & Fraud

Whether you are in crypto and blockchain or payments and banking, cybersecurity must be top of mind. As new and evolving cyber threats surface, protecting data, privacy and assets has become more important than ever. How are our industry's revolutionaries mitigating fraud through developments in authentication and working towards a seamless, secure, and ethical digital experience? From the malicious intentions of black hats versus white hats, to malware and the dark web, this track will discuss the key areas digitalization has left us vulnerable to, and how to avoid falling victim to fraud and security breaches.

Entrepreneurship & Investing

Year after year investments in fintech are reaching new heights, notably sourcing an astounding \$55 billion [USD] worldwide in 2018. For startups looking to make it - and last - in this ecosystem, it's critical to learn from successful companies, intrapreneurs, and veteran VCs for candid stories of their successes, failures and lessons learned along the way. But, in 2019's flourishing fintech industry, is the "if you build it, they will come" methodology truly feasible for startups? This track will grant access to an influential network actively contributing to the growth and innovation of fintech. They'll share game plans on how to acquire capital, pique VC interest, scale your business, innovate as an incumbent, and strategically win in an evolving era of fintech.

Rise Up

Gender diversity and inclusivity in business is a global issue that has taken center stage for the financial services industry. To combat this imbalance, the Rise Up program was created and designed to empower women with actionable skills and learnings that can catapult their career to the next level. Our academy members will learn how to navigate to the C-Suite effectively, build their personal brand, become a board member and overcome the setbacks facing women who are taking the next step in their careers. In addition to exclusive Rise Up programming, sessions on our main agenda will highlight these important issues, allowing all attendees - no matter their gender - to embrace inclusivity as a strategic imperative to drive their business and the entire industry forward.



Step 2: Write & Submit Your Proposal

Call for Content Process & Deadlines

• Submit a Proposal

Deadline: May 10, 2019

All proposals must be submitted through the online form on the Money20/20 USA web site at content-us.money2020.com.

Proposals submitted directly to the Content Team will not be considered. However, you can engage with us any time during the year for feedback or discussion on your ideas for agenda content and we are keen to help.

• Evaluation

March through May 2019

The Money20/20 Content Team will carefully evaluate all proposals. Each submission is considered on the merit of its content and speakers. You may be contacted for more information.

• Offers

March through August 2019

The Money20/20 Content Team may contact you with an initial offer of an agenda placement, subject to speakers being confirmed and session content agreed. Spaces are limited and we are working to integrate many different content proposals into a comprehensive agenda program. Thus, we may reach out to discuss a modification of your original proposal. Our team will be finalizing the agenda and confirming speakers on a rolling basis through September 1. If you haven't heard from us it means your proposal is still in consideration.

• Confirmation & Announcement

March through September 2019

Once offers are accepted, session content and speakers have been confirmed, and relevant visual assets have been received, we will announce speakers on the relevant pages of the Money20/20 web site and in marketing communications. We sometimes announce speakers while session content is still in development.

Money20/20 Speaker Guidelines & Responsibilities

- Successful proposals are chosen on the merit of the idea and the speaker. Sponsorship is not a consideration when evaluating content proposals.
- There is NO charge to speak on any of the stages.
- All speakers must register for the conference according to the Speaker Registration Policy outlined on our website. All speakers are eligible for a discounted Speaker Rate.
- If your content proposal is successful, the cost to cover the logistics behind your agenda session (travel, fees, accommodation and so on for speakers participating in your session) must be covered by you, the session host.
- All content must be original and created specifically for Money20/20.
- You, the session host, are responsible for conception, creation and execution of your session. However, all speaker confirmations and/or changes must come through the Money20/20 Content Team.
- By submitting content, you are agreeing to our Terms & Conditions that can be found on our [website](#).
- Sales pitches or presentations are not permitted on Money20/20 stages. Please do not submit any press releases or business pitches as we only accept authentic and honest content.

Step 3: Prepare for Your Moment in the Spotlight

Pre-Event: Development & Delivery August 2019 onwards

The success of Money20/20 agenda sessions is largely dependent on thoughtful preparation in the months and weeks prior to the event. As sessions and speakers are confirmed and announced, our Content Team will be available to help speakers in the development of their sessions. While we are happy to work with Corporate Communications and Public Relations teams as appropriate, we also expect speakers to be directly invested in making their session a success.

Our team will offer feedback on presentation content, provide guidance on styles and techniques, and will assist with any AV or technical requirements. For every agenda session, we will schedule at least one conference call or meeting to plan the details. All speakers are expected to participate in session planning calls.

On-Site at Money20/20 USA October 2019

It's show time! This is the moment where your months of hard work pay off. On-site, the Money20/20 Content Team are there all the way, from your check-in at our Speaker Lounge to the moment you step on stage, secure in the knowledge that you're about to deliver the best presentation possible. Enjoy it!



Questions?

For any additional questions regarding speaking at Money20/20 USA and our Call for Content process, please reach out to:

Linda Saye, Head of Content
Money20/20 USA
linda@money2020.com

For more information on Money20/20 USA,
please visit: us.money2020.com