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## **IRCE 2017 Speaker Proposal Procedure**

Speaking opportunities at IRCE are filled by invitation only. The agenda is developed by early fall and invitations are sent to potential speakers in October. While IRCE does not actively solicit speaker proposals, we will consider ideas for speakers and topics during the review period June 11, 2016, until July 15, 2016. Speaker submissions received after July 15, 2016 become part of a secondary consideration set of backup proposals.

Please submit your proposal via email to: [2017speakers@irce.com](mailto:2017speakers@irce.com)

### **In Your Submission, Please Include:**

#### **Proposed Speaker** (Tips! See below)

Company, Name, Job Title, Phone, E-Mail. If a bio is available, please include (bio not required).

#### **Proposed Topic** (Tips! – See below)

Please describe the topic the speaker would address. Be specific about why this topic is timely, relevant and compelling to the IRCE retailer audience and what attendee takeaways will be. We ask that speakers present fresh content not delivered previously from other retail industry stages.

#### **Proposed Speaker's Expertise**

Provide what unique knowledge and insights the speaker would bring to the table in terms of expertise in the e-retailing sector.

#### **Proposed Speaker's Experience**

Provide the speaker's prior speaking experience, especially to large audiences, the topics of past presentations and any additional information relevant to past experience. Links to online video of presentations (not interviews) are welcome.

#### **Additional Presenters**

Speakers who are not retailers are required to secure a retail co-presenter to provide the retail perspective of the proposed topic. Please provide that co-presenter's name, job title, company, contact information, experience and expertise.

#### **Format**

Panel discussions, with a facilitator moderating, do not fit our format. The IRCE agenda is built on expert commentary prepared in advance and timed to the allotted duration.

*Proposals will be accepted from June 11, 2016, until July 15, 2016, at [2017speakers@irce.com](mailto:2017speakers@irce.com)*

**Proposing a speaker? Please be sure to include the speaker's name, job title, phone and email.**

## **What Makes a Good Speaker for IRCE**

The speakers at IRCE conferences are selected by our editors on the basis of content, independent of the submitters' status as exhibitors or advertisers in print or online publications. Frequently, executives interviewed for news stories appearing in *Internet Retailer* magazine are invited to the stage because

they have demonstrated exceptional proficiency in a specific topic within e-commerce. Such subject matter experts keep their knowledge current by networking outside the four walls of their own companies, interacting with their competitors and by participating in diverse industry events.

We seek out retail speakers because our retail attendees want to hear directly from their peers. Nonretail speakers are required to recruit a retail co-presenter to ensure the retail point of view is represented. Other attributes that make a prospective speaker attractive:

- **Diverse professional background.** In the fast-moving space of e-commerce, retailers who have served in various operational roles and different cultures gain valuable perspectives that enrich the information they present.
- **A genuine desire to “pay it forward.”** Many IRCE speakers owe their success to mentors and their gratitude drives them to help others succeed.
- **Humility and humor.** A willingness to share past mistakes and lessons that led to success are appreciated by attendees. Humor and candor are great levelers that help speakers connect with attendees.
- **Ability to tailor content.** No two audiences are the same. The best IRCE speakers understand the makeup of IRCE attendees and customize their presentations accordingly.

Red flags that indicate a prospective speaker may not be a good fit:

- **Experts in Everything:** Speakers who claim they can talk about all aspects of e-commerce.
- **Living on the Circuit:** Executives who spend great volumes of their time on stage, and not in the business, are not as attractive as speakers who are highly selective about the engagements they accept.
- **Recyclers:** Speakers who have one presentation that they reuse whether addressing the Garden Club or business executives.

Nonretail speakers are invited to speak on the basis of two conditions:

1. You will recruit [[fill in retailer name]] or suitable retail executive as your co-presenter, to appear on stage on equal footing and equal time.
2. You understand that there is to be no promotion of products or services from the stage. We have a strict policy that vendors who are invited to speak and then abuse the privilege by promoting their products from the stage do not get invited back. Speaker decks are reviewed in advance to ensure promotional content is not present.

*Non retail speakers who accept an invitation and fail to recruit a retail co-presenter are replaced with a new speaker and new topic.*

**Proposing a topic? Please describe in detail why this topic is timely and relevant to e-retailers.**

## **What Makes a Good Topic for IRCE**

IRCE’s agenda is news-driven. We seek to dissect current and future challenges e-retailers face and provide innovative strategies to overcome them. We look for topics that demonstrate a unique understanding and expertise, relevance and timeliness. We do not have an application form to

complete; we just ask for a clear explanation of what is being proposed – either in the body of an email message or an attachment in Word. There is no need for highly-stylized documents, pdfs or ppts.

- **Specificity:** A topic such as “How to Grow Your Business” is inadequate. To assess such a topic, more details are needed such as the particular tactics to be discussed, the obstacles to anticipate, benchmarks and metrics that are critical to monitor.
- **Relevance:** A strong topic makes abundantly clear why it’s relevant today – and not yesterday or last year.
- **Exclusivity:** Fresh presentations not delivered from other retail industry stages containing recent, quantifiable results not made public via mainstream media, blog, social, webinar, podcast, quarterly releases, etc.
- **Evergreen topics:** There are some longstanding challenges e-retailers face and fresh takes on these issues can make for a compelling topic, provided it is sufficiently developed and made distinct from earlier discussions on the same topic.
- **Application:** A strong topic contains practical ideas e-retailers can implement regardless of how deep their pockets are. Include a phrase such as “E-retailers will learn.....” to clearly explain what the specific takeaways will be.

Topics that do not get serious consideration:

- **Showmanship:** Proposals that place more emphasis on the speaker’s style and social media following than on valuable content.
- **Dated:** Topics based on case studies that are a year or more old, and do not offer new insights and ideas.
- **Vendor solution-oriented:** Topics that focus on how a specific vendor solution will solve a problem.

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