

Speaker Submission Guidelines

1. You must submit a new proposal, even if you've spoken at ad:tech in the past or already indicated to us that you'd like to be a speaker in 2010.

2. Make choices:

Your speaker cannot be an expert in everything; please focus on what the speaker cares the most about and pitch that.

3. What kind of speaker are you pitching?

Is your speaker funny? combative? professorial? Is she or he the kind of person who can mix it up with another speaker in a debate, lead a discussion or more comfortable speaking solo? Please let us know.

4. Who else can you bring?

If you're a publisher, technology partner, ad network or other service provider, can you bring a brand or agency client to present on your behalf or co-present with you? (Hint: this is the way to sneak to the front of the line.) If you're an agency, can you bring a brand client?

5. Who are your speaker's clients and customers?

Knowing who you're looking to impress is key to helping us put the right speakers in front of the right delegates. Another way of putting this is, what do you or your speaker want to get out of speaking at ad:tech?

6. What level is your audience?

Are you pitching content towards marketing generalists looking to dip a cautious toe into digital waters, are you talking to a young media planner with only six months of experience or are you wishing to engage with a seasoned digital audience?

7. Who cares?

All good conference content speaks to a conflict where people disagree about the best way to go about something. How can you add to the conversation?

All submissions received will be reviewed. We will notify speakers selected to participate in March and April 2010

Thank you in advance for your contributions.