FUS1ON 2015
CEO - CIO Symposium

WTN MEDIA

Session Topic and Presentation Tips

• Educate, enlighten and entertain the audience.

• Give the audience something of value such as case studies they can learn from and tips they can apply when they get back to the office.

• Give the audience information and insights they cannot get elsewhere.

• The audiences' time is valuable. Don't waste it giving them irrelevant content, standard corporate presentations or sales material. if used, keep them simple with as little text as possible. If the audience is reading, they're not listening.

• Will your slides change their thinking or provide them with an advantage over someone that hasn't seen your presentation? If not, don't use them.

• If your presentation is one of the best then you will have created positive association with your company and its products and services, and you will get the brand recognition and sales that you need to justify your time.

> "at just about every event I have been to over the last couple of years at least one vendor has got it totally wrong; these companies have delivered a presentation that is so lacking in interesting or relevant content that they lose their audience. And, as a result, rather than serving as a good advertisement for the organisation and what it does, such sessions actually damage the company's reputation and brand."
>
> *Except from "Not another vendor presentation…" at http://thecioleader.com/2014/05/26/not-another-vendor-presentation/*

Keynote Speaking Opportunity (Platinum)

All topics are vetted through the advisory board for interest levels, relevance, commercial message and appeal.

The Fusion advisory board works closely with Platinum sponsors to develop a session through which your organization can display its knowledge and expertise at an executive level. Not only do you have the opportunity to present in front of the Fusion audience, but you also benefit from interaction with executive advisers who help you refine and target your message.

Your audience is far more sophisticated than you may think; when they attend your session they do not want to sold to, lectured or, worse still, patronized. These are not to be used as sales presentations and slides (if used at all) will be limited to 10.

• Draft of session description (abstract) and initial speaker selection - 12/05/14

• Keynotes will be 50 minutes

• Initial Slides (limit 10) - 12/12/14

• Final Revisions of Topic, Abstract & Slides - 01/16/15

Strategic Briefing Speaking Opportunity – (Platinum, Gold and Silver)

All topics are vetted through the advisory board for interest levels, relevance, commercial message and appeal.

On March 4th meet with a group of senior-level attendees from end-user organizations (at least 20 attendees). This briefing will open up a two-way strategic dialog between you and key attendees and allow you to further demonstrate your expertise. Your presentation should not exceed half the time to allow for the last half to be CIO dialog.

These are not to be used as sales presentations and slides (if used at all) will be limited to 5. In the past, the most well-received presentations had no slides at all. Your audience is far more sophisticated than you may think; when they attend your session they do not want to sold to, lectured or, worse still, patronized. The advisory board will vet your presentation and topic for relevancy and commercial messaging.

• Vendor/Sponsor attendance is limited during other company sessions due to seating availability.

• Platinum & Gold - 40 minutes; Silver - 30 minutes

• Draft of session description (abstract) and initial speaker selection - 12/05/14

• Initial Slides (limit 5) - 12/12/14

• Final Revisions of Topic, Abstract & Slides - 01/16/15

These terms and conditions are as of November 18, 2014 and are subject to change without notice.

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Speakers Notes

• Your presentation should not exceed half the time allocated to allow for the last half to be a Q&A dialog.

• Your speaker should be at least a Vice President (preference is C-Level and above) and is subject to advisory board approval.

• Speakers are expected to remain at the event throughout the day; at minimum, they're expected to stay through the conversation break following their talk, so attendees can approach them and ask questions.

• Slides (if used at all) will be limited to 10. The most well-received presentations had no slides at all.

• Speaker may also be an executive of one of your clients to help deliver a "case study" session.

• Please provide one paragraph bio and headshot when speaker is secured.

• Please note that if speaker is from sponsoring company, they are included in the internal registration passes. If you have a speaker from one of your clients and are presenting a "case study", speaker can be one of your optional client passes. Case study sessions are always well-received.

Explanation of Deadline Dates

These deadlines are in place to ensure that the advisory board has adequate time to vet the topic as well as schedule time for at least one conference call between the speaker and the board members to discuss the slides and dialog questions prior to the conference.

Draft of session description (abstract) and initial speaker selection - December 5, 2014

We would like to request that the initial session description draft and speaker selection be received no later than December 5, 2014. This enables us to build an agenda with complimentary sessions and topics that do not overlap based on working conference theme of protecting your organization against digital disruption. This will provide time for review, feedback from our conference chair and/or CIO advisory board members, time to schedule calls, if needed and final approval prior to that deadline.

Initial Slides - December 12, 2014

We would like to receive the initial draft of the presentations no later than Friday, December 12, 2014 in order to allow sufficient time to schedule review calls with the conference chair and/or CIO advisory board members for their input and feedback and allow time for updates.

Final Revisions of Topic, Abstract & Slides - January 16, 2015

The final deadline for any revisions submitted to the CIO advisory board and approved session descriptions is January 16, 2015

Please note that if these guidelines and deadlines listed below are not followed, your keynote or strategic briefing may be canceled.

I've read and agree that if the guidelines and deadlines listed above are not adhered to, WTN Media reserves the right to cancel the session.

_____   _____ _____   _____

Signature   Print Name   Title/Company   Date

Scan and return by email to deb@wtnmedia.com

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