



# HOW TO BE AN ISACA SPEAKER



# OUTLINE

- Abstract Submission & Learning Objectives
- Submission Review: Internal Process
- Presentation & Feedback
- Tips & Tricks



# ABSTRACT SUBMISSION & LEARNING OBJECTIVES

*BELOW ARE A FEW THINGS TO KEEP IN MIND WHEN SUBMITTING YOUR ABSTRACT. TO HELP ENSURE YOUR CONFERENCE SUBMISSION IS ACCEPTED PLEASE FOLLOW THESE SIMPLE GUIDELINES.*



**FOUCS ON THE LATEST  
INDUSTRY TRENDS**  
[align to conference theme  
& topic areas]




**EDUCATIONAL CONTENT**  
[not a commercial or sales  
pitch]



**LEARNING OBJECTIVES**  
[to the point & attention-  
grabbing]

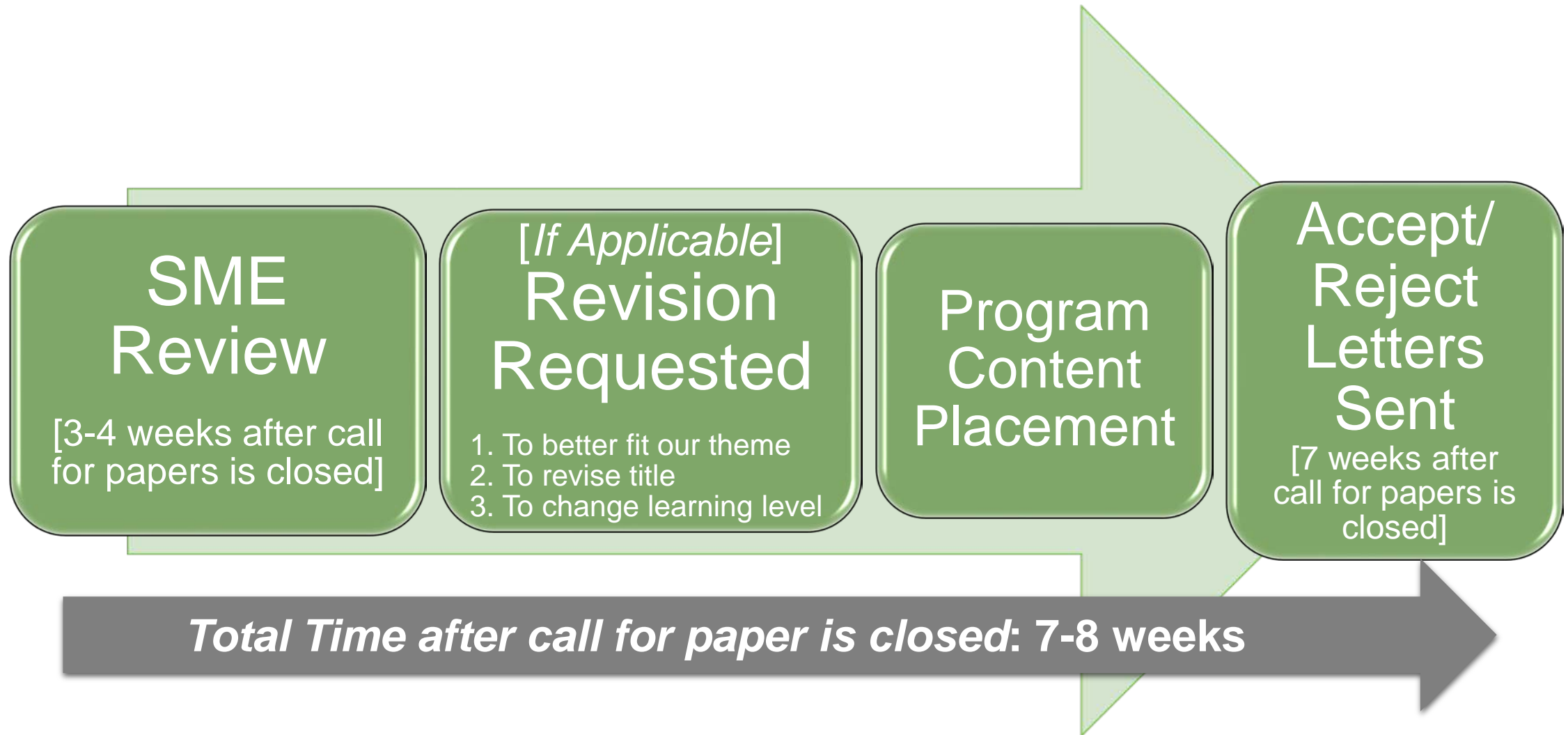
# ABSTRACT SUBMISSION & LEARNING OBJECTIVES

Based on feedback from our internal SMEs, below are a few tips and tricks to consider when submitting your abstract.

- 
- Use case studies and real world examples
  - If you submitted a similar session in the past, make sure to update it before resubmitting
    - Review previous session feedback and adjust accordingly
    - Align to the latest industry trends
    - DO NOT submit the same session multiple years in a row
  - Be original!
    - We get multiple sessions on the same topic; make yours stand out!

Your chances of being selected are greater if you are **self-funding**. Session speakers receive complimentary conference registration *[ISACA does not cover session speaker travel/expenses]*.

# SUBMISSION REVIEW: INTERNAL PROCESS





# Increase your odds; submit multiple abstracts for multiple conferences!

- *Create relevant content for different topic areas*
- *It is possible to have more than one submission chosen per conference*
- *There is no limit to the number of abstracts you submit per conference*
- *Keep your submissions fresh and make them stand out to have the best chance of being selected!*



# SUBMISSION REVIEW

Below are a few more things to consider when submitting your abstract:

- Include any Co-Speaker information at the time of submission
- Choose the proper learning level when submitting your abstract
  - This is taken into consideration when building the grid
- Learning objectives are a big part of why your submission is accepted/rejected [DO NOT use TBD]



**If your submission is accepted, take note and adhere to important deadlines.**

# PRESENTATION & FEEDBACK

*BELOW ARE A FEW THINGS TO KEEP IN MIND WHEN DEVELOPING CONTENT FOR YOUR SUBMISSION. TO HELP ENSURE YOUR CONFERENCE SUBMISSION IS ACCEPTED PLEASE FOLLOW THESE SIMPLE GUIDELINES.*



## **FORMAT PROPERLY**

[make sure it's large and readable to the entire audience, even from the back of the room]



## **KEEP IT PROFESSIONAL**

[keep all images and language professional and cite all references]

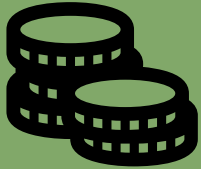


## **USE PROVIDED TEMPLATE**

[DO NOT cover or remove ISACA branding, feel free to add your company logo and information]



# PRESENTATION & FEEDBACK

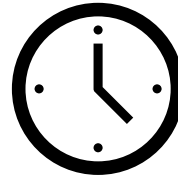


Complimentary  
conference  
registration

Poor final  
evaluations when  
presentations are  
not available pre-  
conference



Attendees want to  
see presentations  
ahead of time



Increase your  
visibility



**Final presentations  
are very important  
to attendees! Get  
them in on time!**

Increase your  
session  
attendance

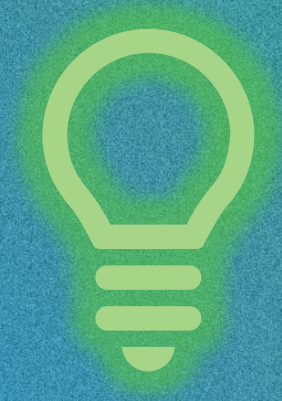




# PRESENTATION & FEEDBACK

Based on feedback from highly rated past sessions, below are some tips and tricks to consider when submitting your presentation:

- Attendees want actionable takeaways, not academic/theories
  - Practical guidance they can apply in their role immediately
- Stay away from introductory level explanations, especially in higher learning level presentations



***Remember, the attendees mostly have 10+ years of experience.***



# GOOD LUCK

- We use past feedback to choose current speakers, so use these guidelines and your chances of being selected for multiple years and events will increase.
- If you should finish your presentation early, have a couple of discussion topics in mind.
  - People want to get the most out of the sessions they choose, so maximize the hour.
- Attending complimentary events is recommended as it will increase your visibility and networking opportunities!

Thank you! Any questions, please contact [speakers@isaca.org](mailto:speakers@isaca.org).

