

TIPS FOR A STRONG SPEAKER PROPOSAL SUBMISSION

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Want your proposal to stand out during the review process? The strongest submissions are clear, practical, relevant, and focused on delivering value to attendees. Here are some key ways to make your session proposal more compelling:

Lead with Clarity, Not Cleverness

A creative title may grab attention, but clarity is what gets proposals selected. Make it immediately clear what attendees will learn, why it matters, and who will benefit from attending.

Prioritize Practical, Actionable Content

Attendees are looking for insights they can apply in their organizations and day-to-day work. Sessions grounded in real-world experience consistently resonate with reviewers and audiences alike. Focus on practical solutions, proven approaches, and tangible outcomes rather than theory alone.

Go Beyond the High-Level Overview

Strong proposals demonstrate depth and substance. While industry trends can provide valuable context, reviewers are often looking for sessions that explore the details behind the work. Consider sharing implementation strategies, technical insights, lessons learned, challenges encountered, and key decision-making considerations.

Include Issuer Perspectives Whenever Possible

Sessions featuring issuer speakers or real company experiences are consistently among the highest-rated submissions. First-hand perspectives add credibility, provide practical context, and create valuable peer-learning opportunities for attendees.

Showcase Real-World Case Studies

The most engaging sessions often include examples of what worked, what didn't, and what others should know before embarking on a similar initiative. Don't be afraid to share challenges, setbacks, or unexpected outcomes—some of the most valuable learning comes from lessons learned along the way.

Clearly Define Attendee Takeaways

Ask yourself: What will attendees know, understand, or be able to do after this session that they couldn't before? Clearly articulated learning outcomes help reviewers assess the value and relevance of your proposal.

Design for Engagement

Think beyond the traditional presentation format. Interactive discussions, audience participation, live demonstrations, workshops, and Q&A segments can significantly enhance engagement and create a more memorable learning experience.



Build Diverse Panels and Perspectives

The strongest sessions bring together a variety of viewpoints and experiences. Consider diversity across geography, company size, industry, role, and lived experience to create richer discussions and more meaningful audience engagement.

Demonstrate Relevance to Current Industry Challenges

Show how your topic connects to the issues organizations are navigating today. This may include evolving regulations, AI and emerging technologies, global expansion, executive compensation trends, employee experience, governance considerations, or other operational challenges shaping the industry.

Keep It Educational, Not Promotional

Conference sessions should focus on educating and informing attendees. Proposals that prioritize knowledge sharing, thought leadership, and practical insights are far more likely to be selected than those perceived as sales-focused or promotional.

ARE YOU READY?

Review the submission deadlines and speaker terms, then submit your proposal. We look forward to hearing your ideas and building an engaging, impactful conference program together.

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