

# **RSA**®Conference2020

San Francisco | February 24 – 28 | Moscone Center

**HUMAN**  
ELEMENT

SESSION ID: SEM-MO4

## Find Your Voice and Your Confidence



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#RSAC

# Call to Action

- Take a chance
- Take the initiative
- Inventory your strengths
- Be creative
- Get out there and speak!



# Take a Chance – Getting Started

- Know the conference or venue
- Understand their goals and audience
- Get your peer reviewers lined up immediately
- Understand the proposal and selection process ***thoroughly***



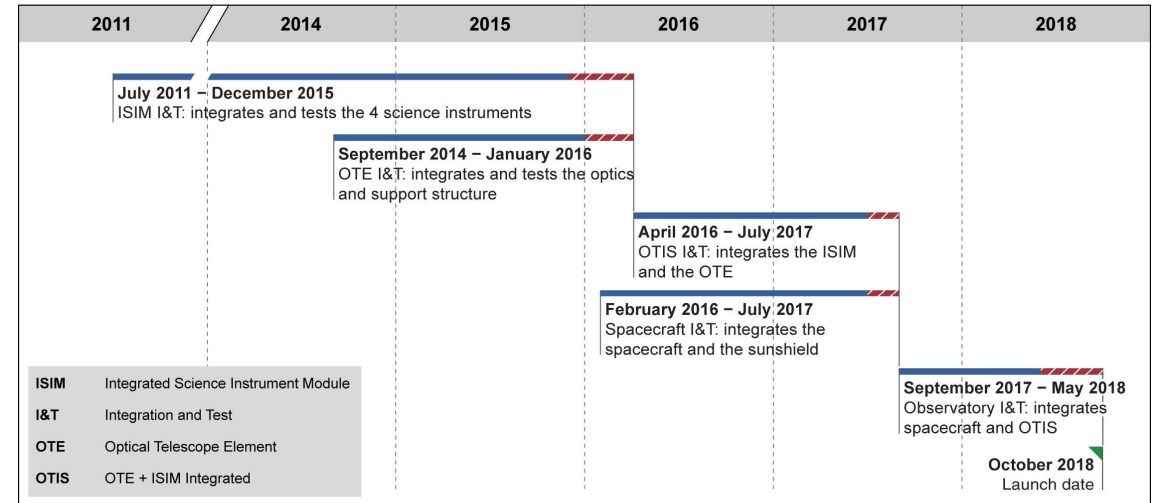
# Instant Poll

1. Have you completed a speaker submission/proposal? Y/N
2. Have you ever been a speaker at any infosec/privacy/IT risk conference? Y/N
3. Have you ever been a speaker at RSA Conference? Y/N



# Take Initiative: Timelines & Requirements

- Give yourself enough time – it takes longer than you think
- Be prepared to complete ***all*** the information
- Learn the session themes, tracks, formats and time allotments



Schedule reserve

Source: GAO analysis of NASA data. | GAO-15-100



# Inventory Your Strengths – What Do You Have to Offer?

- Expert? Technical?
- Unique viewpoint?
- Unique experience/industry/company?
- Are you well known? Influencer?
- Do you have research to report?



# Be Creative – How to Stand Out

- What makes you unique?
  - Hot topic? Controversy? Futuristic?
  - Unique perspective
  - One-of-a-kind expertise
  - Case studies, real life, practitioner experiences you can share
  - Unique panels where the mix of panelists are the draw
  - High value, high impact application
- Interesting presentation format – think outside of traditional learning & presentation styles



# Be Creative – Develop Your Ideas

- What are you offering? New ideas, new approach?
- Peer review is critical before and after submission process
- Develop your core message, keep it simple
- **Relevant** war stories are always interesting
- Key takeaways and application – don't disappoint your audience





# Caveats

- Incomplete submission, didn't follow the rules
- Product or company pitch
- Lack of detail or topic is too basic
- Underdeveloped ideas
- Didn't ask permission from my company to speak or present on a topic
- Deadlines are real



# Get Out There and Speak!

- Peer reviewers
  - Slide deck
  - Speaking
  - Content (tech review)
- Practice, practice, practice
  - Consider a speaking coach or Toastmasters
  - Look for other speaking opportunities – introduce a speaker, lead a meeting or key presentation, webcasts, podcasts
- Get energized – transform fear into enthusiasm



# Get Out There and Speak – Practical Tips

- Attend other presentations, view past presenters
- Ask conference staff for help
- Arrive early, get familiar with the room
- Demos go better when there's a plan B
- Use up nervous energy by talking to your audience ahead of time
- Positive visualization
- Breathe



# Key Takeaways

- Inventory your strengths, be creative
- Take the time to learn everything about the conference and the speaker submission process
- Give your idea time to develop and evolve
- Get your peer review team together
- Develop & practice your presentation
- Getting feedback
- Plan ahead for 2020  
<https://www.csoononline.com/article/3155500/the-cso-guide-to-top-security-conferences.html>

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## Questions?

Interactive exercise is next. . . .

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## It's Your Turn (~20 mins)

1. Look at your handout
2. Inventory your strengths
3. Develop a preliminary talk idea and share with your peer review group for feedback, i.e., those around you
  - Don't forget to introduce yourselves
  - Be supportive and constructive in your feedback
4. Look at the checklist on the other side of your handout. Discuss with your peer review group strategies that might develop your talk idea and lead to a successful speaker proposal