

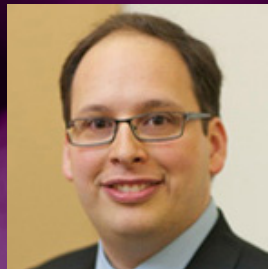
RSA[®] Conference

Where the world
talks security

Getting Your Speaking Proposal Accepted for 2016



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Agenda

- General Information
- 2015 Demographics and Metrics
- 2016 Call for Speakers Information
- Getting from Stuck to Success – tips for getting your submission accepted



Call for Speakers Timeline

RSA[®]Conference2016

San Francisco | February 29 – March 4 | Moscone Center

- Call for Speakers close: Thursday, August 13
- Program Committee Review: October
- Notifications to Submitters: November



What Are Attendees Looking For

- Information/learning they can apply to their jobs
- Best practices/lessons learned
 - Real implementation stories/detailed case studies
- Intermediate to advanced materials
 - Gear to experienced security professionals
 - No entry-level or definitions
- Real security practitioners
- Good speakers, experts, luminaries
- No product or solution pitches



Delegate Specifics 2015

- US-based: 85%
- Security Experience: 9 years average
- Top Lines of Business
 - Computer Security
 - Financial Services
 - Computer Tech & Communications
 - Government
 - Technology
- Large Company: 10,000 or more: 30%



Submission Process: Topics and Tracks

- Tracks are determined annually based on
 - Previous year's metrics
 - Security issues/events over the year
- Tracks not finalized / published until agenda goes public
- Submissions have choice of 33 topic selections

Submission Topics 2016

- Advanced Targeted Attacks
- Application Security & DevOps
- Awareness & Education
- Big Data
- Cloud Security
- Cybercrime
- Cyber Warfare
- Data Security
- Endpoints
- Governance, Risk & Compliance
- Hackers & Threats
- Identity Management
- Insider Threats
- Internet of Things
- Law
- Metrics
- Mobile Security
- Network Security
- Physical Security & Critical Infrastructure
- Policy & Government
- Privacy
- Professional Development
- Research
- Security Analytics & Incident Response
- Security Services
- Security Trends
- Social Engineering
- Social Networking
- Strategy & Architecture
- Supply Chain Security
- Threat Intelligence
- Virtualization
- War Stories & Case Studies

Session Selection Process

- First level review
 - Mapped to tracks (potentially more than one)
 - Incomplete submissions, blatant pitches eliminated
- Major review: Program Committee
 - Each track has 2-3 expert judges
 - Security professionals, government employees, attorneys, scientists, technology experts, researchers



Session Selection Criteria



- The interest in the topic
 - “Dream track” worthy?
- The **technical merit** of the session
- Best proposal compared to similar submissions
- Previous scores of the speaker, if available
- New speakers welcome!
 - More than 1/2 of our speakers were first timers in 2015
 - Two of the four examples on our site are first timers

Be Innovative!

- Think outside the box to differentiate yourself
- Do you have 2 different viewpoints/speakers on a topic?
 - Make sure your submission reflects the different perspectives
- Do you have a great debate topic?
 - Create a panel with a moderator and 2 debaters
- Try a different approach
 - Rock opera; mock trial; be original and stand out



Session Formats

- Individual Speaker
- Co-presenters (2 speakers)
- Panel (2-3 panelists)
 - Moderator acts as facilitator; panelists do not use slides
 - All panelists must be confirmed at time of submission
- Session length
 - 50 minutes

The Proposal

- Short Abstract (400 characters)
 - Used to market session to attendees; appears online and in print
- Quick abstract (200 characters)
 - Used in mobile app and print material
- **Session Detail** (2,500 characters)
 - Provide session topics, outline, architecture
 - **Most important part** for the Program Committee!
- Technical ratings
 - Advanced
 - High demand by delegates
 - Need to justify
 - Intermediate
 - General interest

Top Reasons for Rejection

- Incomplete submission
- Sales pitch
- Presentation is too basic
- Multiple submissions on the same topic
 - Be unique!
 - For popular topics you are competing with known experts
- Presenter title and/or experience
 - Sales, business development, marketing – *red flags*
- Previous speaker ratings
- *Session Detail!*
 - Leave no doubt what your session will cover and why you have a unique perspective that should be the one speaking on that topic



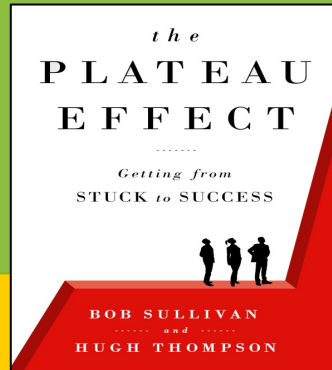
Increase the Odds

- Hotly debated issues; controversy
- Real world experience and knowledge
- Implementations that are different; challenge conventional thinking
- Look at submission examples:
<http://www.rsaconference.com/events/us16/speakers/submission-examples>
- Spend time on the session details
- View presentations from 2015:
<https://www.rsaconference.com/events/us15/agenda/sessions>
 - Click on session, see bio, deck, any recordings, etc



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Successful Submissions: Getting From “Stuck to Success”



Stuck 1: Stick to current issues and trends

Breakthrough: Be original!

- The most effective way to get the judges attention is to show them something new and surprising.
- Examples of interesting concepts:
 - “We tried to sell fake corporate data on the underground market to see how much it was worth”
 - “We measured something unusual about our cloud providers that is a key indicator of secure practices”
 - “We created a tool that correlates patterns of posts on social networking sites with vulnerabilities”
- Things to think about:
 - Why is this topic important?
 - Why do you have an interesting viewpoint on the topic?
 - How did you draw your conclusions?
 - Why is this the right time for the industry to focus on this topic.



Stuck 2: Just the facts...



Breakthrough: Be [*bold, fun, provocative, intriguing, persuasive, ...*] creative

- Show that your session will be engaging by being creative in how you write your description.
 - *"This presentation discusses some of the potential problems. PowerPoint will be the primary delivery mechanism, and for efficiency, 10pt font will be used to capture key points. The presentation will be enhanced through oral remarks followed by appropriate pauses for cognition. To remove ambiguity: no snacks will be served during this talk."*
 - *"Using social media can be problematic. Social media is used by hackers to gain access to organizations. Security professionals should be aware of this new type of approach to insider threats. Social media can include a variety of sites found on the web."*
 - *"Despite its many benefits, the social web is a potent tool for facilitating crime. While countermeasures exist, they focus more on the attack than the parties involved. A novel approach to risk assessment shifts our attention to people and the online digital shadows they cast as they go about their lawful or unlawful business. Two imperatives quickly emerge: contain our shadows and detect theirs."*
- Which of these would you pick as a judge?

Stuck 3: All sizzle, no steak

Breakthrough: Make your title sizzle...but provide the meat and substance in your session detail

- Remember: Judges are people (reviewing many submissions!) – hook them and then convince that you can deliver
- A good submission (like a good presentation) needs spice and substance
- If you only have sizzle: remember that judges are some of the most experienced thought leaders in security
- If you only have steak: you need to figure out how to deliver your talk in an interesting way...or you may want to consider publishing a paper instead



Stuck 4: Sell Stuff

Breakthrough: Focus on important ideas, data, results,...

- Don't sell products, services, etc. – leverage your expertise to give the community insight
- The fastest way to get a submission rejected is to make it a sales pitch
- Beware the hidden sales pitch
 - The Program Committee is getting really good at spotting hidden commercials
 - Attendees evaluate the commercialization of the session – don't get tagged for the future!



Stuck 5: Leave your personality and your passion out of your submission

Breakthrough: The passion for what you do should come through in your submission.

- Example: *“This project began with the assumption that individuals and organizations leave data on electronic data storage devices when they disposed of them. These assumptions were confirmed using simple and advance digital forensic techniques, tools, and software, many of which are freely available on the Internet.”*
- Think this guy is interested in this topic? Do you think you might be interested too?

Stuck 6: Use the senior marketing/sales person

Breakthrough: Line up the speaker's expertise with what they deliver.

- VP of Marketing talking about reverse engineering malware?
- Even if the CMO was the CTO before the acquisition, attendees may avoid the session due to marketing job title.
- If the speaker is good but doesn't have a technical title, add a technical co-speaker



Stuck 7: Don't go the distance

Breakthrough: Complete the entire submission

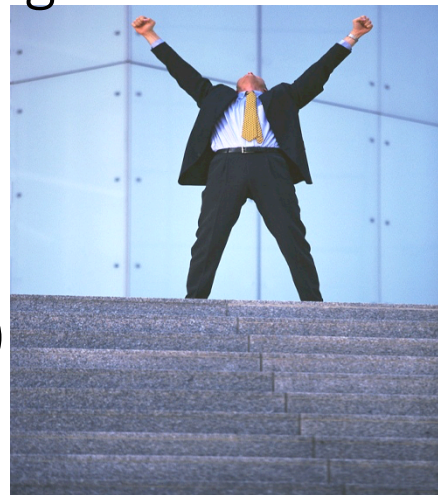
- Make sure that:
 - Proposed panelists/co-speakers are confirmed
 - You fill in all the form fields
 - You make the “session detail” different from the abstract
- Most incomplete submissions get rejected – make sure you have filled in all fields
- If an agency or marketing is doing the submission for you, help them!



Bonus Stuck: Don't Submit

Breakthrough: RSA Conference speakers actually submit within the Call for Speaker deadline

- Even if they get rejected one year, they try again and usually get accepted in the future
- Start small
 - Submit for a P2P session (opens Oct 8)
 - Submit a crowdsourced proposal (opens Dec 2)
- If you get rejected, ask why



Q&A

- Questions to think about
 - What experiences can you share with RSA Conference delegates?
 - Is there someone you would like to have as a co-speaker?
- View the presentations from RSA Conference 2015
- Review the content on the website
- Use the offline form to prepare your submission first
- More questions – speakers@rsaconference.com