ABOUT ENGAGE SESSIONS

Yesterday’s dreams are the reality of tomorrow. How is technology changing the way we work, create, and lead?

Engage sessions are intimate roundtable sessions, joined by 9 attendees, and hosted by industry experts and leaders at the forefront of technological development and creative innovation. During these 45 minutes, you’ll share your knowledge, experience, and best practices with peers while building upon each other’s expertise.

Engage sessions have the potential to bring great value to both the host and the attendees. By sharing your thoughts and actions and hearing about the experiences of others, you have a chance to build meaningful connections with relevant decision makers, industry peers, while gaining valuable insights from them at the same time.
WHO’S AT YOUR TABLE?

TNW Conference attracts a huge variety of attendees from the tech & creative industries, as well as international policy makers, young talent, and decision makers at corporates and brands. It’s up to you to attract the people that would be a good fit for your session.

Aside from the title & description for your session, we also ask you to tell us who your session is for: Product Managers and Product Marketers at Enterprise SaaS companies? Designers and UXers interested in new interfaces? Use this description to speak to your relevant audience.

What are they looking to learn?

This year, TNW Conference has been divided into 18 content tracks, to make it easier for attendees to find sessions relevant to their expertise and interests. We ask that your Engage session be loosely aligned with one of these content tracks, to enable us to market your session to the right people.

Please visit our [tracks overview page](#) in order to get a better feel of where your session would fit.
HOW TO: WRITE AN APPEALING TALK TITLE AND DESCRIPTION

TNW Conference is all about predicting, discussing and inventing the future. Your talk should help our attendees do this by helping them harness the innovation set to shape their industry and lives, or by providing them with the tools to think critically about their impact. Most importantly, our attendees are looking to Engage for a deeper dive into a topic than is possible on a keynote stage.

What is your story?

When brainstorming, honing and submitting your session pitch to us, try to think about the following:

- What innovation / technology / topic is your session about? Why is it important?
- How and why will it inspire, engage, motivate and affect people?
- What new skills or knowledge will your participants leave with?

Try to answer these questions with your session description while keeping it catchy and concise – less than 500 characters if possible. Above all, keep our audience and our tracks in mind: if your talk is a match for our tracks and acknowledges the intelligence of our attendees, you stand a good chance of being selected.
Mini Lecture
Call it how you will: a crash course, a 101 with an industry expert or a mini-lecture. Attendees that sign up for these sessions are eager to learn from your expertise and experience, so the focus is on sharing your knowledge and answering their questions.

Debate club
Dive deeper into a topic with like-minded professionals, building upon each other’s expertise. At a Debate Club type of session, everyone at the table will be sharing their opinions, best practices or challenges, and the conversation is built upon that. Your job is to introduce the topics, get the conversation going and make sure everyone at the table gets a say.
EXAMPLES: MINI LECTURES

WHAT DOES LEADERSHIP LOOK LIKE IN AN EXPONENTIAL FUTURE?

JOHN SANEI
Trend and Innovation Specialist, Singularity University

By 2023, 7 billion people will have access to the internet and access to the same knowledge. By 2020, 50% of the workforce will be freelancing. How will this affect leadership? How will it influence company culture? How can leaders attract the workforce of the future? I will talk you through this seismic shift from centralised to decentralised leadership, and explain how this challenge can be an exciting opportunity to become a leader with a new perspective.

Who’s it for: Leaders & Team Management.

IMPACTFUL STORYTELLING FOR INNOVATORS & DISRUPTORS

SUSAN LINDNER
Founder & CEO, Emerging Media

Disruption is seismic. It triggers new growth, products and amazing market opportunities. And it offers layoffs, political infighting, and destruction. How do leaders get customers to follow them in light of massive change and an uncertain future? By cracking the code on history’s greatest storytellers, Susan gives leaders a blueprint for creating their own stories that offer a vision, message, and path that the market can follow— with religious zeal. Whether you’re a corporate innovator or startup disruptor, this talk is the critical link that lets you communicate your ideas and turn a message into a movement that others will follow.

Who’s it for: Company Leaders, C-suite & Start-up Founders

THE FUTURE OF BRAND IN A DIGITAL AGE

HENRY DAVIS
President & COO, Glossier

Join Henry Davis, President and COO of Glossier, to learn about the power and future of brand in an increasingly digital age. He will go into more detail about the advantages of e-commerce, the Amazon future, and the difference between product and brand loyalty.

Who’s it for: Marketers in e-commerce, Brand Managers, Retail Innovators
EXAMPLES: DEBATE CLUBS

THE SERVICE RECOVERY PARADOX: STORIES OF FAILURE AND SUCCESS
NICK GROSSMAN
General Manager, Union Square Ventures

The Service Recovery Paradox is an incredible phenomenon, where companies who fail in some way -- but recover gracefully -- actually gain more love from their customers than if there had been no failure at all. This session will be a show and tell of stories of failure, followed by graceful recovery.

Who’s it for: CEO’s, product & strategy leaders, anyone who cares about excellent customer experience and long-term brand building.

“INTRAPRENEURSHIP” 101: FOSTERING INNOVATION WITHIN ORGANIZATIONS
LEXI COMMISAR
Growth & Strategic Partnerships, IBM

There’s been much discussion recently about entrepreneurs within an organization—i.e., those highly valuable leaders and team members who have learned to apply the essential principles of entrepreneurship to the roles they fill within a company. These employees are referred to as “intrapreneurs” because they’re not starting a stand alone venture, but instead work within a larger organization to incite change. This session will help you understand how to hire, promote, or become an individual that uses intrapreneurship to drive innovation within established companies, organizations, and institutions.

Who’s it for: Leaders and team members interested in driving innovation within established companies, organizations, and institutions.

MARKETING: GOOD OR EVIL
EMILY HEYWARD
Co-Founder & Chief Strategist, Red Antler

It surrounds us. We have likely been seduced by it. And we’ve certainly complained about it. But where does marketing ultimately net out in the age-old battle of good vs evil? Is it a way for businesses to create positive connections with their customers? Or is it an unnecessary layer that at best distracts, at worst deceives? Let’s answer once and for all if the world would be better or worse off without marketing.

Who’s it for: Marketing and Advertising professionals
TIPS & TRICKS

What does it take to be an Engage speaker?

Although there’s not one perfect recipe for success, there are a few pointers that can help you get through the border security:

• **Make it tangible.** What are the practical insights attendees will take away from your session?

• **This is not a product pitch.** You’re here to share your knowledge, experience and best practices, and connect with like-minded attendees.

• **Choose wisely.** Which format (mini-lecture or debate club) fits your topic & angle best? Kill your darlings and make sure you have time to go deep, answer questions and connect with the people at your table.

• **Think about your desired audience.** Who’s going to add as much to the conversation as they will benefit from it?
THE APPLICATION PROCESS

How to apply, getting selected, and preparing for your talk

Once you're ready, the first step to hosting an Engage table is to submit your application. Make sure you have the following things ready:

- The title and description of your session
- A definition of who your session is for
- A short personal bio: max 500 characters
- The track your session is a match with: https://thenextweb.com/conference/tracks
- Your choice of format: Mini Lecture or Debate Club
- A front-facing image of yourself including shoulders and head
- Availability across both days of TNW Conference (24 & 25 May 2018)
THE SELECTION PROCESS

Once you’ve submitted your application to host an Engage session, we’ll do our best to let you know our decision within one working week. Here’s what you need to know about the process:

• The outcome of your application will be communicated to you via an automated email. If you’re successful, this email will contain the next steps for preparing for your talk. Unfortunately we cannot provide feedback if you are unsuccessful.

• After you’ve been selected as a table host, our fancy events platform will do the rest. Submission of your session to the conference website and all communication is automated. That means we cannot guarantee any changes to the information contained in your session. Please double check all information before you submit!

• Your session time will be communicated to you via email, and will appear within your personal schedule in the TNW Conference app. We cannot accommodate requests to move your session to a different time or day during TNW Conference.
SOME THINGS TO KEEP IN MIND

- Engage hosts are not eligible for our speaker compensation package. That means the costs to cover the logistics behind your session (travel, fees, accommodation etc.) must be covered by you, the session host.

- All Engage hosts receive a full conference pass to TNW Conference, providing access to all content during both days of the event, as well as

- It is not possible to manually select your participants, nor to be notified of who will be present at your table prior to your session.

- Engage sessions are extremely popular: there is only room for a fifth of all attendees to participate. That means they fill up quickly.

- There is no charge to be an Engage speaker

- Engage speakers are communicated in the speaker line-up

- Engage sessions normally go live on the website two weeks prior to the conference

- Apply using the button below or by visiting: tnw.to/engage