

MSSP Alert Live

October 14 - 16, 2024

Hyatt Regency | Austin, TX

About the MSSP Alert Live Call for Presentations

Thank you for considering submitting a proposal to speak at MSSP Alert Live 2024! The majority of the MSSP agenda is constructed from responses to our open and public Call for Presentations which are evaluated and selected by our independent content committee. We are grateful for your willingness to share your knowledge and expertise. Before submitting your proposal, you'll want to be prepared with a title, an abstract, and some basic details about the presenter(s) — read on for more details. We look forward to receiving and reviewing your proposal!

WHO SHOULD SUBMIT A PROPOSAL?

At MSSP, we generally see three types of speakers: Enterprise, Business, and Industry. All are essential to the quality of the agenda, but don't worry if you don't fit these profiles. We encourage you to submit your proposal and to share your unique insight.

- **ENTERPRISE:** These speakers have extensive first-hand technical, operational or implementation experience of real-world cybersecurity projects—the good, the bad and the ugly. They may work within the enterprise or public sector, or they may be contracted as an individual consultant or via a security systems integrator.
- **BUSINESS:** Involved in defining strategy and implementing projects, these speakers know how to make use of cybersecurity as a core business enabler. Based on their experience, they provide insights into how security provides for better efficiency and experience, improves competitiveness, enhances security and privacy and reduces risk.
- **INDUSTRY** These speakers often work at tech companies, vendors, consultancies, or analyst firms; and may also participate in standards committees. They draw expertise from observation of cyber security practices at many organizations and they may also have knowledge of other cybersecurity protocols.

We typically see submission types in the following areas:

- Keynote
- Session
- Panel
- Case Study

WHAT SHOULD I TALK ABOUT? WHAT TRACKS ARE THERE?

For 2024, we're particularly interested in the following managed security services, topics from technical, business and strategy perspectives. Remember, this is not an exhaustive list! If you don't see your topic here, you should still submit your proposal. We want the best presenters and are interested in hearing what you have to say.

- Demonstrating the Value of Cybersecurity to End Users
- Cybersecurity Compliance as a Sales Tool
- Cybersecurity Insurance
- The Future of RMM
- AI

- Pricing Cybersecurity Stack Services / Overall Business Strategy and Market Readiness?
- Emerging Solutions

For panels and keynotes submissions we are looking for topics related to:

- Mssps vs. MSPs
- Emerging Threats
- Market Conditions

The full agenda—including track or other content groupings—will be finalized after the Call for Presentations concludes.

WHAT DO I NEED TO PROVIDE IN MY SUBMISSION?

Please have the following information ready for your proposal:

- Presenter profile image (500x550px min.).
- Presenter mailing address (for registration if you are selected as a presenter)
- Presenter biography (50-100 words).
- Proposal title (Max 15 words).
- Proposal abstract (50-100 words).
- Any additional supporting details you think are relevant.
- If you are proposing a panel, please provide details of the suggested panelists.
- If you are proposing with a co-author, you'll need their bio & profile details as well.

Please remember that MSSP Alert Live is an industry conference. Our attendees won't tolerate product pitches or vendor-biased content.

WILL MY PRESENTATION BE IN-PERSON, OR VIRTUAL?

MSSP Alert Live 2024 will operate as an in-person event; presentations will be delivered in person at the conference venue. Some proposals may be selected for blogs, podcast, webinar or other related media aligned with the conference.

WHAT IS THE TIMELINE AND PROCESS FOR EVALUATING SUBMISSIONS?

The Infosec World content committee is formed each year from subject matter experts drawn from a wide range of industries and enterprises. The content committee will evaluate proposals on their merit and on their relevance to the conference focus.

- Deadline for Submissions: Friday, May 17, 2024
- Acceptance Notification: no later than Friday, June 7, 2024

WHAT HAPPENS IF MY PROPOSAL IS SELECTED

You'll be notified by email no later than Friday, June 7, 2024 about the status of your submission. If one (or more!) of your proposals is selected, you should plan to have your content ready for our review process which will begin about 6 weeks prior to the conference start date. We'll be in touch with you closer to the time to provide the conference template and to confirm the exact date the

review process will start. Depending on your presentation and presenter type, you will receive either a discounted or complimentary pass. We do not reimburse travel or accommodation expenses.

CONTENT REVIEW / EDITORIAL GUIDELINES

Please remember that MSSP Alert Live is an industry conference. Our attendees won't tolerate product pitches or vendor-biased content. We've implemented a few processes to help ensure bias-free content and to maintain the quality our delegates are accustomed to:

- We review all accepted presentations prior to the conference for corporate bias, sales pitch, and duration. Please know that we have no desire to tamper with your messaging and flow. Your presenter ratings will really shine from the sharing of industry expertise.
- Presenters commit to sharing a 16:9 PowerPoint presentation on time for the review cycle, which is typically one month prior to the conference start date.
- Presenters are asked to use the MSSP PowerPoint template, which will be made available to all selected presenters nearer the time of the conference. We strive to avoid slides with corporate or product logos as their primary focus.