FINANCE EVENTS

Keynote Guide

SLIDES

You may want to use slides to support your narrative. Use them as background color to highlight stats or show data trends. Please never use solely text on your slides no matter how concise.

ON THE DAY

10-minutes Before

- Attire is up to you. We are casual.
- We would encourage a lavalier mic so please swing by the AV table to set this up.
- Before the keynote meet on the right side of the stage.

CONTENT

- Speakers should **not be advertorial** and only discuss products in the context of case studies and insights.

- Focus on key takeaways for the audience. *The audience will actively retain 5% of the content (if we are lucky.)*

- *If you are excited about the topic, then the audience is likely to be excited.*

- At the beginning of the keynote, ideally state the thesis and what you intend to cover in the next *x* minutes. What questions that you intend to address.

- We rarely encourage questions from the crowd unless they are planted :)

- *We will record the session and create a video asset as well as an op-ed text asset to drive longtail engagement.*

* * *