

iab^{UK} Engage 2022

Speaker Submissions Now Open

IAB UK Engage is back and will take place on Tuesday 26 April at The Londoner Hotel. Following the turbulence of the past few years, we'll be looking at how the pandemic has catalysed change and, in many ways, turbocharged innovation. We may have spent more time than ever at home, but digital has continued to expand our horizons and empower incredible storytelling. So what's next?

Submissions are now open and any IAB UK member company can submit to speak. Here's what you need to know.

WHAT ARE WE LOOKING FOR?

- Snappy, fast-paced sessions - no more than 10 minutes
- IRL attendance. All sessions must take place in person at The Londoner on the morning of 26 April. We will not accept any remote speakers who cannot attend on the day
- Inspiring, innovative stories that showcase all that is great about digital advertising. When putting your proposal together, we want you to:

Look to the future: what are the digital innovations that are reshaping how we live? How has the pandemic accelerated change and expanded our digital horizons? From the metaverse to inclusion to the talent crisis, we want to see great examples of creative thinking, technological ingenuity and agenda-setting ideas

Think outside the box: Engage isn't just about the topics covered, it's about how they're delivered. Be imaginative with the style of your session to really bring the story to life. Put forward charismatic speakers who will embody the energy of our dynamic industry and captivate the audience from the moment they step on stage

Be inclusive: We want to ensure that Engage reflects and supports our diverse industry and shows that we're taking inclusion seriously. We're committing to a gender-balanced line-up, but also consider factors including socio-economic backgrounds, ethnicity and race, neurodiversity, physical ability, sexual orientation and age when picking your speaker/s

WHAT ARE WE NOT LOOKING FOR?

- Sales pitches - a big turn off
- Topics that only have relevance to a small part of the industry
- Recycled content. Sessions that have already been part of other conferences or shared elsewhere aren't right for Engage. Keep it fresh
- Average panels where everyone agrees. We've all sat through them before and, frankly, life's too short. Mix up the format to stand out

WHEN SUBMITTING, PLEASE ENSURE YOU INCLUDE:

- What the session will cover
- What delegates will learn and take away from the session
- How the session fits with some of themes we've shared above
- How the session will leave the audience feeling
- Details of anything you would be able to exclusively reveal or share with delegates
- Who will be on stage, along with videos of them speaking if available
- Links to any supporting or useful information

Please submit your proposed speaker or session [here](#). Submissions will close on 25 February 2022. If you have any questions, please email events@iabuk.com.