

## **AFA 2019 Speaker Submission FAQ**

### **Evaluation Criteria:**

- Speaker submissions referring to case studies will be highly regarded.
- Ideally your submission will not have been presented before and should contain new information.
- Submissions are only for Focus Sessions (we will not be accepting submissions for plenary sessions).

### **Q) When do applications close?**

A) Applications close COB Friday 3 May 2019.

### **Q) When will I know if I've been accepted?**

A) Accepted speakers will be notified during May 2019.

### **Q) Speaker Fees**

A) It is assumed that conference participation does not attract a speaker's fee. When negotiated, travel and accommodation may be considered. Where costs are applicable, AFA Partners may be considered to sponsor your session.

### **Q) Who can submit a speaker submission?**

A) The AFA 2019 National Adviser Conference is open to anyone in the financial advice industry who has a story to tell or a lesson to teach.

### **Q) How are speakers selected?**

A) Selections will be based on the formal submission, the speaker's knowledge, experience and several other variables to deliver a balanced AFA 2019 National Adviser Conference's program.

### **Q) What criteria does the AFA Conference Committee use to review speaker submissions?**

A) The selection committee will review all speaker submissions with the following in mind:

- Is the content updated and relevant?
- Will it be interesting to attendees?
- Is the content being put forward in an inventive and updated way?
- How does the speaker submissions align with the topics for 2019?
- How much expertise does the speaker have based on the content submitted?
- What are the speaker's credentials and previous speaking experiences?

### **Q) How do I get the best out of my speaking opportunity?**

A) Don't sell anything except ideas. The best presentations are non-commercial in nature. Use the introductory slide to promote your organisation and your credibility. The following slides should share knowledge and information that is new and relevant to attendees, ideally with practical insights and information the attendee can take away and apply within their business. This will position you – and by default your organisation – as a specialist and a thought leader.