

# #smib '10

Educating businesses how to use social media



**Speaker Specification 2010**

# 2009 Speakers

Social Media in Business 09 showcased the following companies:

- Microsoft
- Sky
- Viadeo
- Edelman
- iLevel
- Geronimo
- Freshnetworks
- RuderFinn
- Immediate Future
- OpenAmplify
- Redcatco
- SocialAdvantage
- BrandBuilder Marketing

## Speaker Quality

Social Media in Business strives for the very best quality of speaker. To that end we are interested in working with speakers that fall into one of two categories:

1. History of proven application of social media in a business capacity
2. Emerging expert with promising social media application in a start-up business capacity

N.B. All speakers must focus their presentation around theme of the event.

## Speaker Selection

Selection will be made in relation to the following:

1. Actively aids in the promotion for us (the equivalent measurable marketing collateral of a sponsorship placement)
2. Is an event sponsor (automatically provides a speaking slot)
3. Represents a large company which connects SMiB and our attendees/sponsors with a known brand
4. Authors a monthly blog for SMiB portal around social media in business related topics (minimum 6 entries)
5. Does not represent a competing event company

# Speakers Dress Code

Though impractical to enforce, speakers are encouraged to wear:

- Formal attire



# Application Process

The speaker must apply online here:

<http://socialmediainbusiness.co.uk/user/register>

During sign-up please apply for the role: "affiliate", this will trigger us to relate your account to the event and desire to be a speaker.

You will need:

1. Username - it is best to use a derivative of your name here e.g. johnsmith
2. Head shot 200x200 max and no larger than 1000kB
3. Biography
4. Presentation title
5. Presentation short description
6. Url to high-rez company logo

N.B. If you are a PR agency representing a client, we still need the client to have an account on our site as the details will populate our schedule and speakers list.

Once we have this account information, and a hard copy of the speaker agreement (below) we will contact you about the application.

# SMiB 2010 Speaker Agreement

All speaker applications (or acting agents) must sign and return a hard copy of this Speaker Agreement, this must be signed before any speaker is confirmed.

**Cancellation** - Speakers who cancel within less than 30 days of the event must provide a substitute or will be charged a cancellation fee equal to that of the current bronze sponsorship level.

**Material Rights** - The speaker permits the company to reproduce, excerpt, distribute, and sell the presentation materials, and the rights to video and audiotape the presentation and rebroadcast it in any media.

**Compensation** - The speaker will receive no fiscal compensation. Though will receive considerable recognition in the company marketing collateral, social capital, or in connection with use of the materials.

**Originality** - Speakers agree that their materials are original, or that they have obtained permission to use the materials; that the materials are accurate; and that the presentation does not defame or disparage any person, product, or service.

**Indemnify** - The speaker agrees that their presentation is educational in nature, rather than promotional and agrees to indemnify SMiB from any damages resulting from a breach of the representations.

**Goodwill** - The speaker will use his or her best efforts to attend, or to notify SMiB immediately if he or she must cancel. SMiB has the right to cancel the speaker's presentation, or the event, without payment of any fees, expenses, or other liabilities.

**Presentation** - You agree to forward your presentation (or notify you are not using one) at least 30 days prior to the event, SMiB reserves the right to cancel any speaker if the presentation is not forwarded in time.

Username (created on our site) .....

Full Name ..... Signature .....Date .....

Please sign and date this agreement and return to: Audana Ltd | Kingshott Business Centre | 84 Station Road | Marlow | Buckinghamshire | United Kingdom | SL71NX