

Toronto, June 15th



OPEN
BANKING
EXPO



CANADA

JUNE 15
TORONTO

CALL FOR
CONTENT

20
23

OPEN BANKING EXPO

Open Banking Expo is a global community of Open Banking and Open Finance executives responsible for digital transformation across the financial services sector. Every year we welcome hundreds of Open Banking pioneers to our global suite of market leading events.



APPLYING TO SPEAK

This brochure will provide you with everything you need to know to ensure you maximise your chances of selection on our speaker roster. Read it carefully and follow our guidelines and you'll be stepping on the Open Banking Expo stage in June!



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WHY SPEAK AT OPEN BANKING EXPO?

Open Banking Expo is the only gathering of its kind, a place for the best and brightest to meet like minds, fuel their ambition, and contribute to the industry conversation. We deliver the most productive days on the industry calendar, acting as the catalyst for countless business deals, ideas, and investments.

Join us in Toronto to ensure that you:

- Rub shoulders with the industry influencers
- Raise your personal or professional brand
- Uncover the trends and tech disrupting the industry
- Touch base with existing customers and secure new business
- Connect with potential investors and secure your latest funding round



OPEN BANKING EXPO CANADA IN NUMBERS



20+
PARTNERS



2
STAGES



60+
SPEAKERS



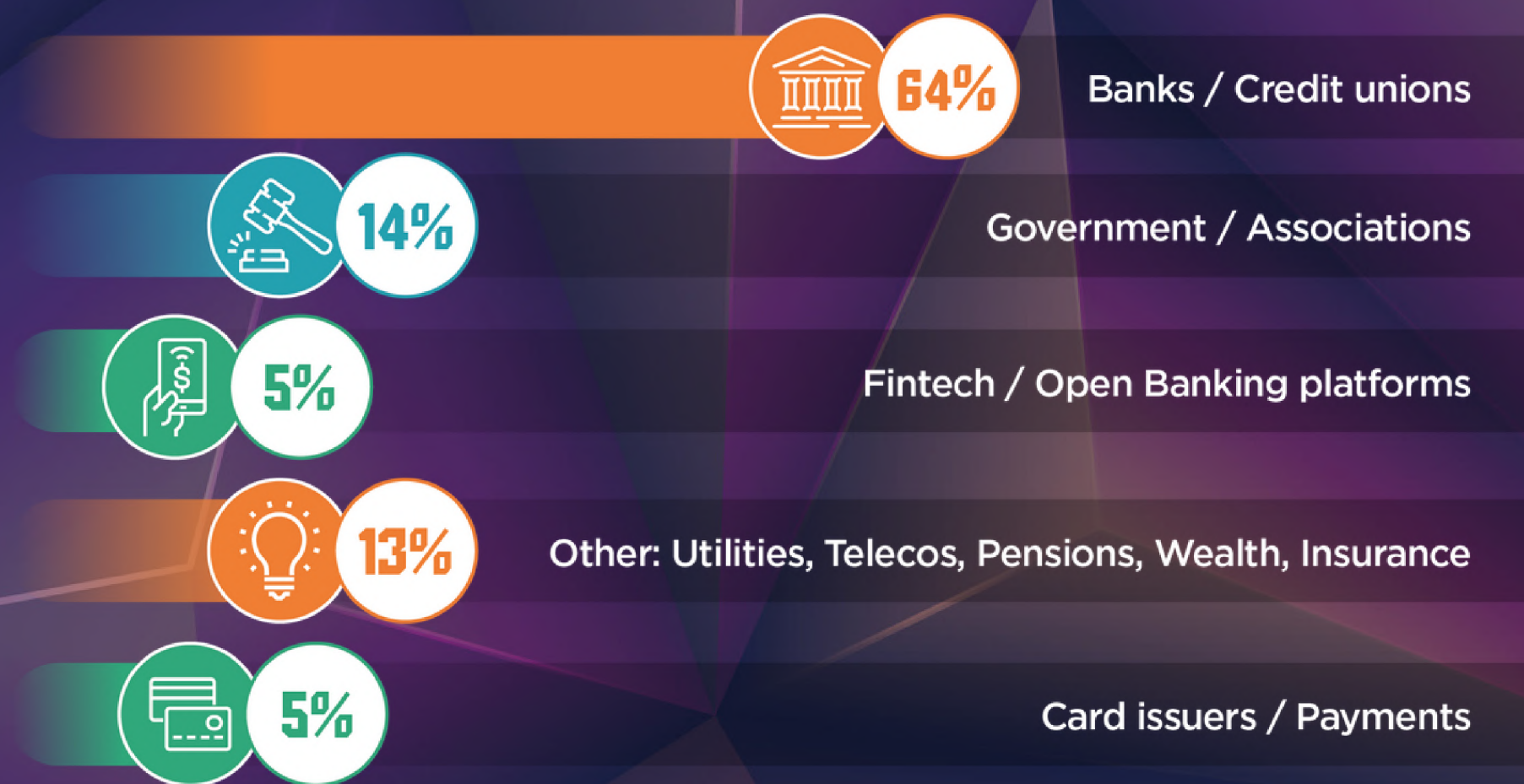
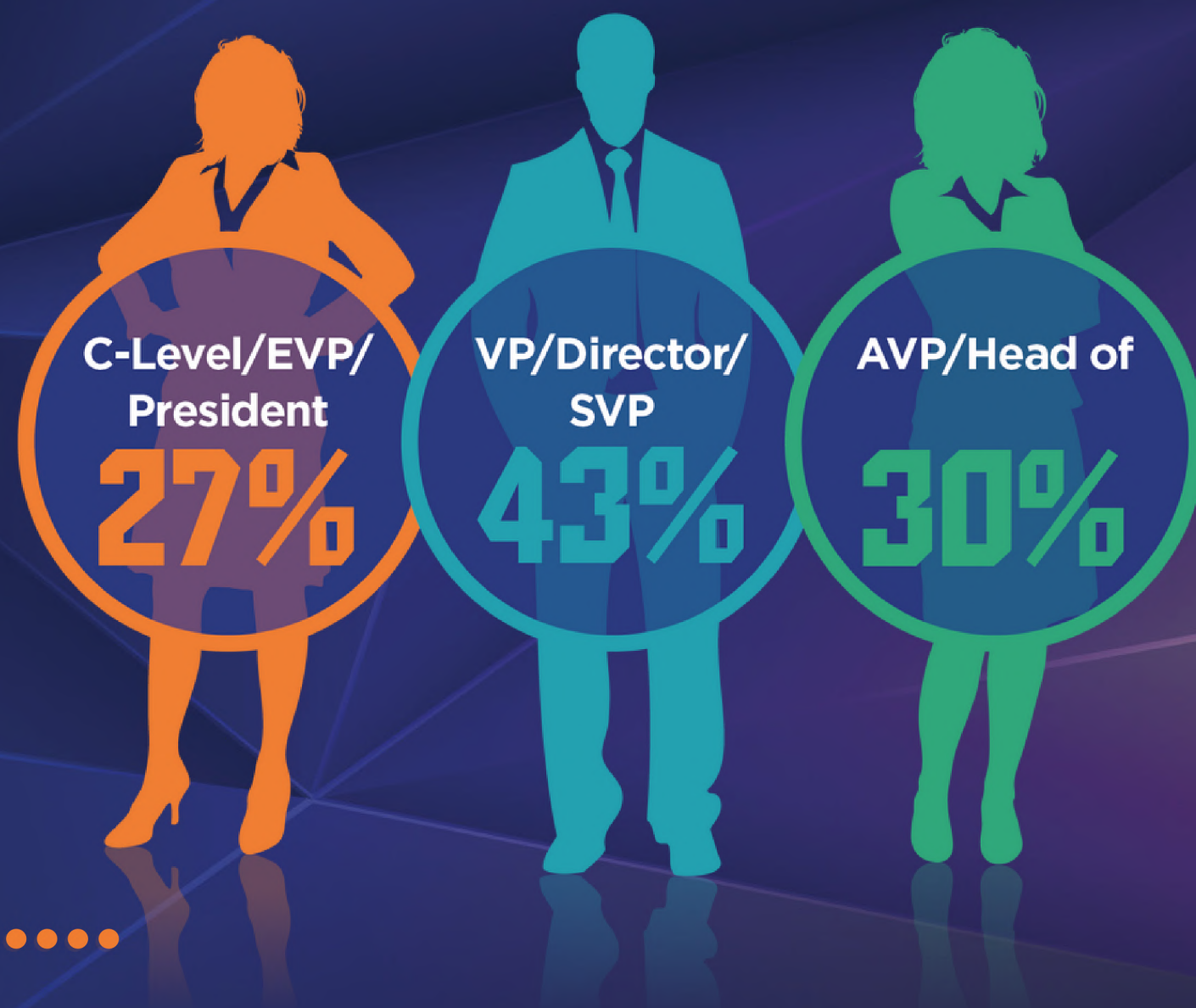
20^{HRS}
CONTENT



500+
ATTENDEES

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OPEN BANKING EXPO CANADA IN NUMBERS



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WHAT'S YOUR STORY?

Great narratives are crafted carefully. Spend time planning your proposal, dedicating time to the storyline and delivery.

Ask yourself:

- Does your content challenge the status quo or move the industry dial?
- Are you offering practical advice on strategy and execution?
- What are the talking points? How will your content generate buzz?
- Can you suggest new methodologies to tackle old challenges?
- Do you have a controversial perspective on a hot-button issue?
- Are you qualified to offer a deep-dive into a difficult problem?
- What are the actionable insights for the audience?



OPEN BANKING EXPO CANADA THEMES



REGULATION

We're unpicking the next steps in the implementation roadmap and exploring the current state of the market, including when we can expect write access and how it will accelerate the time-to-value of existing products. We'll get the inside scoop on the working groups, including current progress and future roadblocks. Join us to break down international regulatory environments, benchmark Canada against the global Open Banking landscape, and dive into developments coming out of the USA.

ADOPTION

We'll uncover how to develop a commercial go-to-market strategy, deliver seamless user experiences, and launch innovative products that appeal to risk-averse Canadians. You'll get to grips with the practical steps that can be taken to embed privacy and security into customer-facing Open Banking products. Join us to examine how Open Banking can reach Interac levels of market penetration, speculate what the breakthrough use case could be, and debate whose role it is to educate the market.

MONETIZATION

The question of how to monetize Open Banking remains top-of-mind for business leaders. We'll explore how FIs and fintechs have implemented Open Banking into their business models to increase revenue, reduce costs, and improve customer engagement – and examine concrete strategies to convince line-of-business leaders to adopt API programs. Join us as we dive into successful commercial use cases from other regions and map the landscape for future Open Banking efforts.

ARCHITECTURE

As Canada wrestles with the complexity of developing a shared "language" for its Open Banking initiative, we explore how financial institutions and third-party providers can ensure that their APIs comply with the regulatory requirements of different jurisdictions and are secure enough to protect sensitive customer data. Join us as we make the case for why both incumbents and challengers will benefit from an open ecosystem.

OPEN FUTURE

Despite being in its infancy, industry insiders and technologists are bullish on Open Banking's transformative impact. From Australia's data portability approach, to the accelerating pace of innovation in Brazil, we'll explore how industry evolution to a more open environment will give customers better experiences and more control over their data. Join us to add your voice to the open future forecast.

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HOW SHOULD YOU TELL YOUR STORY?

The right format will ensure that your session is high-impact, informative, and actionable. These are some of the formats we consider:

1

Case Studies

Content rich, actionable, and insightful – some of the best sessions follow this format. The best presentations leave the audience with concrete methodologies, actionable takeaways, useful data, or a fresh perspective.

2

Panel Debate

We're looking for clashes of opinion, provocative and well-informed moderators who ensure thought leaders battle it out for the benefit of the audience.

3

Fireside Chat

What separates great from good in fireside chats is a fearless interviewer who asks the hard-hitting questions. If you think you know the right double act for the job, get in touch.

4

Workshops

Designed to provide in-depth learning. Your workshop may be organised into several sections and use multiple presenters/formats to provide practical tactics to approach complex problems.

5

Announcements

If you've got big news why not take advantage of the press onsite at Open Banking Expo? It makes sense to leverage our platform to gain media traction by making your announcement live.

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WHO SHOULD TELL YOUR STORY?

Speaker selection is critical to the success of your content proposal.

Open Banking Expo is committed to representing the best and brightest, today's unsung heroes and tomorrow's business leaders. Keep in mind relevance, diversity and expertise when submitting your proposal and ensure that you give detailed and nuanced insight as to why your speaker is the right fit for Open Banking Expo.

Our speaker selection process ensures that:

- The speaker and attendee roster reflect society; a place where everyone's voice is heard and where everyone's opinion holds equal weight.
- Extra care is given to bringing marginalized voices to centre stage, inclusive of gender, age, ability, ethnicity, sexuality, and neurodiversity.
- The Open Banking community acknowledges failures and shares best practices with openness and honesty.



SPEAKER SUBMISSION TIMELINE



Submissions open

All proposals must be submitted through the online form on the Open Banking Expo website. Proposals submitted via email will not be considered

Submissions close
17:00 EST, Friday
March 17 2023



Evaluation & Feedback

We carefully evaluate all proposals, and a submission is considered on the merit of its content and speakers. We will notify you if your proposal is being considered and will typically reach out to gather more information to ensure your session or speaker is the perfect fit.



Offers & Ideation

We'll reach out to you if your application has been successful and begin the hard work of ideating your session or placing your speaker.



Confirmation & Announcement

Once we're happy we've got a killer session or the perfect speaker, we'll begin to put your assets live on the website. We typically add speakers to the line-up once they're accepted to speak and spend a little longer crafting the perfect session.



Open Banking Expo

It's showtime! The eyes of the Open Banking community are on you as you take the stage to deliver cutting-edge insight. You'll have worked closely with the Open Banking Expo team and feel inspired, motivated and prepared. It's your time to shine!

SPEAKER GUIDELINES

Submissions are reviewed on a rolling basis, but we recommend early submissions so that we are able to review your session within a measured timeframe. Please note the following to maximise your chances of success:

- If your application is successful, you agree to cover the cost of the logistics behind your attendance (travel, accommodation, etc.)
- All content must be original and created specifically for Open Banking Expo. Please do not repeat content that you have presented at other events (unless otherwise instructed to do so by a member of the Content Team)
- You are responsible for conception, creation and execution of your session. However, all speaker confirmations and/or changes must be approved by Open Banking Expo, and we reserve the right to override any content decisions to ensure the success of your session
- While we are happy to work with PR or marketing teams in organising sessions, in the run-up to the show it is imperative that we connect with the speaker themselves
- Please avoid purely using information that can be found on your website or in marketing materials.



Please don't be disappointed if you are not selected to speak this year.

We regret that we are not able to offer individual feedback on rejected applications.

By submitting content, you are agreeing to allow us to distribute your content post-event, use your image for marketing materials, record and distribute videos of your speech as we see fit.



We can't wait to hear from you!

If you have any questions on the submission process, please reach out to us at:

content@openbanki.ngexpo.com

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