

Submit to speak at Engage - submissions close 18 April

Our flagship event Engage returns to Soho Place Theatre on Tuesday 10 June, where this year we will be celebrating content, the powerhouse of creativity and authenticity. Engage promises to break down barriers, challenge the status quo, and leave attendees invigorated and supercharged for the months and years ahead. Join us as we come together to explore how content sits at the foundation of a brand's identity, how it sparks innovation and crafts groundbreaking campaigns. This year's Engage will leave you feeling encouraged to push boundaries.

This year's theme: celebrating content

The powerhouse combination of creativity and authenticity

In today's world, where information is constantly at our fingertips, it's easy to feel overwhelmed. But amidst this vast sea of content, there's something that stands out: content that truly connects. More than just information, it's about creating experiences that capture the essence of your brand and foster real, emotional connections with your audience. In an age where trust and creativity are paramount, content has the power to transcend the digital noise.

We're calling on IAB members who are redefining what content can do. If your content sparks emotional connections, ignites conversations, or celebrates creativity and authenticity, we want to hear from you. Let's showcase content that makes a real impact.

What are we looking for?

We want this year's Engage to celebrate content in all its forms, showcasing the power of storytelling, creativity, and connection across every sector, channel and corner of the industry. While we won't be limiting submissions to a set number of sectors, we want to hear about standout examples from Gaming, Audio, Digital Out-of-Home, Connected TV, Creator Marketing, Retail Media... we could go on.

Let's get down to the details

- **Short and snappy sessions:** successful speakers will have no longer than 10 minutes, so consider how you can have maximum impact in that time
- **Be there (IRL) or be square:** we won't accept any remote speakers; all speakers will need to be able to attend in-person on 10 June
- **This is not a hard sale; it's a heart sale:** Engage is not about selling – no sales pitches
- **Recycle your rubbish, but not your content:** we don't want session that have already been part of other conferences or shared elsewhere – keep it fresh
- **No nodding panels:** we've all sat through them before, and quite frankly life's too short – we want juicy conversation, hot debate and sessions that will get people talking
- **Out the box thinking:** switch up the format, do something different
- **Death by PowerPoint:** we don't mind the odd slide, and we're totally here for supporting video content or visuals. But long length PowerPoint decks, loads of stats and numbers on screen or presenting a 30 page research deck... big no no from us. Let your words do the heavy lifting

Before pressing send on your submission, please ensure you've included and considered the following...

- **The detail:** what the session will cover
- **How the audience will feel:** what will they learn and feel after watching your session
- **Who will be on stage:** the names of your proposed speakers, along with any links or supporting information about your speakers
- **Diversity is key:** 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 socioeconomic backgrounds, ethnicity and race, neurodiversity, physical ability, sexual orientation and age when picking your speaker(s)
- **Celebrate content:** how will your submission tie into the theme of celebrating content?

Please submit your proposal by completing this short form [here](#). Submissions close on 18 April. If you have any questions, please email events@iabuk.com.