

## Guidelines for speakers at Meet Magento Italy 2020

Meet Magento is one of the international events recognized by Magento that every year, in the 40 countries in which it takes place, attracts thousands of participants. It is a series of conferences regarding Magento ecosystem and e-commerce world.

Meet Magento Italy, now in its fifth edition, stands out for its selection of high-quality content and the practical approach of the speakers.

Every year, the attendees received a questionnaire to analyze the strengths and improvements that can be applied. From these surveys, it was found that the added value of the conferences of Meet Magento Italy, it is the practical advice that the speakers had shared during their speeches or the fact that they had approached on issues independently their company or service.

### **Participants appreciated quality contents that don't refer to commercial promotion.**

The following guidelines are intended for all those interested to participate in the fifth edition of the Meet Magento Italy as speaker.

1. To participate, you **must send** your application by Call 4 Paper, available at <https://it.meet-magento.com/call-for-papers-eng/> until **9th March 2020** (in case of high demand, the organization reserves to postpone the deadline of submission of applications).  
Required form fields are: name, surname, company, role, email address, telephone, short biography, title of the talk, abstract, the main message, type of audience (business/tech), any other experience of public speaking.
2. Applications will be subject to a selection by an internal technical committee that will evaluate the content of the received proposals. Only the proposals in line with the themes of the Meet Magento Italy and **non-commercial nature** will be considered.
3. **The talks are not for sale and cannot be purchased.**
4. All **tech talks** will be held in **English language**.
5. Each speaker will have **one** talk lasting **30 minutes** (we recommend to structure the speech reserving 5 min for the introduction and 5 min for final Q&A) in which he could share with the participants success case studies, practical examples, tips and suggestions, new methodologies to implement the business or technology.
6. Some feedbacks received in past editions when asking "What did you like most about Meet Magento Italy?"
  - *«The best part of tech track was definitely the presence of several developers who have been able to deal with interesting themes and with top-level considerations / tips. In general I've notice a growth compare to the previous edition.»*
  - *«Presentation of case histories»*
  - *«The speakers ability to picture the subject of his presentations independently from his company or service»*

7. The speakers that, contrary to this regulation, will convey commercial content, **will be excluded** from subsequent editions of Meet Magento Italy (including the company involved or represented) and any other activities organized and promoted by Meet Magento Italy.
8. Tech track suggestions  
The track tech aims to inspire **developers, IT experts** and those who have a **technical background** showing them successful case studies or sharing your knowledge on the latest technological innovations.
9. Business track suggestions  
The business track is dedicated instead to a wider audience including **marketing, sales and retail manager**. The goal is to inspire merchants to optimize their businesses by bringing your success stories, tips and suggestions or your knowledge on the latest trends and challenges of e-commerce management.
10. **Commercial presentation** that promote products / services **are not allowed**.

#### **Delivery of the materials**

To facilitate the promotion and communication operations, the speakers that will be selected, must submit as soon as possible to Meet Magento Italy, the speaker profile sheet that will receive with the confirmation email, completed with outright, full biography (70 words ~ 500 characters), full abstract (120/150 words ~ 1000 characters), picture minimum size 800X800 pixel.