

Government IT Speaker Series Application Process

Keys to success:

Thank you for applying as a speaker for the ACT/IAC government speaker series. Due to the number of applications we receive, we are unable to provide specific feedback on why an individual speaker was not chosen for a particular panel. The final selection of speakers for each panel is made by government members of the committee. However, the selection committee has provided a number of suggestions for how applications can be tailored to best showcase a speaker, including:

1. ***Provide a write-up***
Don't make the mistake of assuming that the individual's title makes the case for their participation. Provide a few paragraphs of what the speaker believes are important points to get across to the audience.
2. ***Provide a Bio***
The write-up and the bio are the two main pieces of information the committee has to evaluate the speaker's potential value to the program. Resumes are also accepted in place of bios, but highlighting experience related to the topic is recommended as opposed to providing more detailed resumes.
3. ***Avoid sales and marketing***
The government attendees at the session are not interested in product or service marketing pitches. They are interested in the speaker's knowledge of the subject area and how that knowledge can help them do their jobs better. If your speaker's position includes sales, or if your write-up includes phrases like "the speaker will explain how our product will benefit the government," don't expect to be selected.
4. ***Be specific***
Why will the speaker be interesting to the government attendees? What will he/she have to say that will make them want to pay attention? Address specific technical or management areas where the speaker has expertise that pertains to the program topic.
5. ***Know the target market***
The government attendees are GS 13-15 and SES, generally working-level IT management and security staff. They understand the current state of technology and issues the government is working with. What they are looking for is information from the private sector about new technologies, issues, and solutions that they can use to help them with their jobs.
6. ***Be diverse***
The committee tries to provide a diverse speaker panel where possible, primarily as a tie-breaker when there are more highly qualified speaking candidates than open speaking slots.

7. ***Be realistic***

The committee receives 30 to 40 applications for each program, and must select a panel of 4 speakers from those applications. Most of those applications are well written and are for speakers who have proven experience and have described how they would show their lessons learned to the government. The committee discusses and assesses each application based on the write-up and bio, looking to provide a well-rounded panel with speakers who have proven experience in the subject area. The government members of the committee then select the speakers they believe will provide the most interesting panel, along with a moderator and alternates. Please be realistic in your expectations about being selected to speak given the number and high quality of applications received. If your application is not selected for one panel, we encourage you to apply for another that is appropriate to your skills, as we are looking to provide the government audience with the best speakers possible on each topic.