APRIL 24-26, 2023
ATLANTA

CALL FOR SPEAKERS GUIDELINES

BE A PART OF THE DISCUSSION AND SHARE WHAT'S NEW, WHAT'S NOW AND WHAT'S NEXT IN PAYMENTS.

It only takes one breakthrough idea, one innovative solution, or one singular session to change the trajectory of our industry. And if it's out there in the payments universe, we want to hear about it.

WHAT'S YOUR STORY?

Take a moment to think about the story you want to tell at TRANSACT and why. Think about the following:

- Why does it matter? How will this content move the industry forward?
- What is the value for the audience? What will they learn?
- How and why will it inspire, engage, and motivate the audience?

The best sessions – the ones that resonate and make a difference - focus on a single clear message or idea.

WHERE DOES YOUR STORY FIT?

Our stages celebrate the visionary pioneers, the innovative thinkers; the movers and shakers; in short, those that are innovating at the speed of payments.

At TRANSACT we organize our agenda into thematic tracks that group sessions based on their content. Each track is comprised of multiple sessions covered in a variety of formats. ETA will consider presentations in the following areas:

INNOVATION TRACK

What are the latest and greatest technologies that are disrupting everything? Who are the newest fintech partnerships? If it's reshaping the payments industry, we want to hear about it here, first. Topics could include, but are not limited to:

- Fintechs and investing advice for Gen Z and Millennials
- Next-Gen Retail banking and Neobanks
- B2B Payments – financial solutions for the gig economy and SMBs
- The rise and impact of super-apps
- Game-changing Incumbent and Fintech partnerships
- The power of data and intelligent money movement
- Where are VC's placing their bets for the future?
- What's new with self-service commerce?
- The impact of faster and cheaper cross-border payments

OPPORTUNITY TRACK

Help us explore ways to create better commerce and transactions experiences, grow sales and revenue, build better partnerships with clients, and more. Topics could include, but are not limited to:

- Value-based selling to attract and retain customers
- New revenue models for ISOs
- Partnerships that grow revenue
- Omnichannel solutions to improve revenue and the customer experience, including e-commerce, mobile, brick and mortar
- Tools for growth – building personalized experiences for every merchant and customer, at every level, and at every size
- RTP and other Innovative solutions for SMBs
- Maximizing and maneuvering around network rule changes
- Understanding technology to guide merchant success
- New market opportunities (i.e, cannabis, gambling)

TRANSFORMATION TRACK

Payments sit at the intersection of commerce, banking, and business services, putting transactions at the forefront of embedded solution use cases. This track will explore the transformative innovation of all things 'Embedded'. Topics could include, but are not limited to:

- What exactly does the term 'Embedded' mean? What does it NOT mean?
- What use cases do we have today? On the horizon?
- Who are the different players that are transforming the industry, and how do they work together (ISVs, Acquirers, Enablers, Processors, Card Brands)?
- What types of financial services are being embedded (BNPL and other innovations in lending & credit, payment processing, investing, insurance)?
- What are APIs, and who's using them?
- Who are the ISVs transforming embedded payments?
- What verticals do they serve (retail, e-commerce, transportation, logistics, healthcare, employment, real estate)?
- What does the path to 'Embedded' mean for banks, card brands and technology providers?
- Where do the biggest opportunities lie for the future of 'Embedded' (ie., B2B, other?)

In addition to the main agenda tracks, we are developing the following special programming that will run on Wednesday, April 26:

THE 411 ON SECURITY, RISK & COMPLIANCE

Where are we vulnerable? What overviews can you provide on security, risk and compliance, stumbling blocks, enablers and disablers, and paths for healthy, profitable growth? Topics could include, but are not limited to:

- How AI, Machine Learning & Data are being used to fight Bad Actors and Financial Crime
- How Fintech is transforming KYC & AML
- Specialty merchants and high-risk industries
- Chargebacks demystified
- PCI – updates and best practices
- Cybersecurity/Ransomware
- Charges & Merchant Fraud
- 3DS & Card Not Present
- Priorities for the CFPB

THE FUTURE STATE OF CRYPTO, WEB3 & THE METAVERSE

The world of cryptocurrency seems more volatile than ever, and with several recent crypto winters that have seen the value of investments crash, it has put enthusiasm for the crypto space on ice. But is now the time to turn our backs on this billion-dollar industry? What are the new trends that are emerging from the fray? And how will crypto and the metaverse play a role in Web3?

Topics could include, but are not limited to:

- What's next for Digital currencies and Blockchain innovation?
- Practical use cases for the Metaverse, NFTs and Web3
- How do we overcome the unease that comes with several Crypto Winters?
- What are the trends ahead that will stabilize and energize digital currencies?
- What regulatory actions are being considered and implemented?
- Can stablecoins and CBDC's build confidence?
- What is the innovation that will bring digital currencies mainstream?
- How will Web3 wallets play a role in the crypto ecosystem?
- What are the use cases for crypto payments in Web3 (P2P, B2B, B2C)?

A FEW TIPS

Your TRANSACT session will be most successful if your content is:

- Relevant: Explore topics that are meaningful to the Payments and Fintech industry today.
- Substantive: Cover your topic with depth; avoid platitudes or superficial content.
- Educational: Provide key takeaways and actionable insights; attendees come to TRANSACT to learn.
- Innovative: Share examples of innovation that are truly changing our industry; more than just incremental.
- Disruptive: Shake things up a bit; bring thought leadership that truly disrupts that status quo.
- Genuine: Be open and honest rather than scripted and corporate; attendees will appreciate your authenticity.
- Surprising: Give your audience something valuable and unexpected.

CRITERIA

Proposals will be assessed based on the following criteria:

- A thoughtful presentation that provides relevant perspectives and differing views on the challenges and opportunities within the payments technology industry
- Multiple speakers from a cross-section of companies
- Well-organized session designed to provide actionable information that attendees can use to advance their business
- Speakers' knowledge and recognition as thought-leaders in the topic area
- Original insights into the latest trends affecting the payments industry. No marketing and/or self-promotional proposals.
- Special consideration will be given to proposals submitted jointly by two or more ETA member companies.

SUBMISSION DEADLINE:

January 13, 2023. You are encouraged to submit your proposals early as proposals will be confirmed along the way and we expect slots to fill up quickly.

QUESTIONS? Contact Linda Saye, lsaye@electran.org.