TRANSACT®
POWERED BY ETA

Guidelines

Call For Speakers

April 17–19, 2024
Mandalay Bay, Las Vegas

SHARE WHAT'S NOW AND WHAT'S NEXT

In payments, one breakthrough idea, one innovative solution, or one singular insight can change the trajectory of our industry. TRANSACT is where the industry comes to learn — and the industry wants to hear from you.

WHAT'S YOUR STORY?

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

- Why does this story 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 — those that resonate and make a difference — focus on a single clear message or idea.

WHERE DOES YOUR STORY FIT?

Our stages celebrate the visionaries, the pioneers, the movers and shakers . . . in short, those who are innovating and moving the payments industry forward.

At TRANSACT, we organize our agenda on thematic stages that group sessions based on their content. On Thursday, April 18, each stage will host multiple sessions in a variety of formats. ETA will consider presentations in the following areas.

THE IDEA ZONE

What are the latest and greatest technologies that are disrupting payments? Who's partnering and disrupting the way we pay? If it's reshaping the payments industry, we want to hear about it here first. Topics on this stage could include but are not limited to . . .

- AI use cases in payments
- Vertical-specific payments innovations (e.g., in autos, travel, real estate, or insurance)
- What's next for CBDCs, digital currencies, and blockchain
- The Metaverse and Web3
- The future of BaaS
- B2B payments innovations
- Wearables and other alternative payment methods
- The power of data and intelligent money movement
- Faster vs. RTP and FedNow
- Soft POS and other point of interaction innovations

THE MONEY ZONE

How can the right partnership grow sales and revenue? What are some new market opportunities? What are the best practices to help sales organizations scale? Topics on this stage could include but are not limited to . . .

- Value-based selling to attract and retain customers
- Growth strategies and revenue models for ISOs
- Partnerships that grow revenue
- Omnichannel solutions to improve revenue and CX
- Tools for growth — building personalized experiences for every merchant and customer, at every level, and at every size
- Tech solutions for merchant success
- Maximizing network rule changes
- New market opportunities (e.g., cannabis and gambling)
- Tools for ISOs to stay relevant in a competitive world
- How to build the right sales organization

THE TECH ZONE

How is embedded technology transforming commerce and impacting the customer experience? What does the term "embedded" mean in commerce, finance, and payments? What does it not mean? Topics on this stage could include but are not limited to . . .

- Today's use cases and those on the horizon
- The embedded players (e.g., ISVs, acquirers, enablers, processors, and card brands) and how they work together
- Platforms and APIs
- BNPL and other innovations in Lending & Credit
- Innovations in embedded banking
- Opportunities in the future of embedded (e.g., B2B, lending, and insurance)
- ISVs that are transforming payments and delivering exceptional, frictionless CX
- Verticals served (e.g., retail, e-commerce, transportation, logistics, healthcare, employment, and real estate)
- The path to embedded for banks, card brands, and technology providers
- Embedded solutions for SMBs

In addition to our main agenda programming, we're developing the following deep-dive programming to run on Friday, April 19.

THE SCOOP ON SECURITY, RISK, AND COMPLIANCE

Where are we vulnerable? What's the latest and greatest in authentication? How can our industry shape digital trust? What's new on the PCI compliance front? Topics for this stage could include but are not limited to . . .

- The importance of ethical hacking practices
- Creating digital trust
- Good vs. bad actors in AI
- How fintech is transforming KYC and AML

- Specialty merchants and high-risk industries
- Tackling chargebacks and merchant fraud
- Biometrics and the next big thing in security
- Cybersecurity/ransomware
- Priorities for the CFPB
- PCI compliance updates

EMPOW(H)ER

What are the actionable skills and learnings that will elevate women to the next level? How can we educate and inspire the next generation of leaders in payments? What are the key insights that foster empathy, understanding, and inclusivity for all? Topics for this stage could include but are not limited to . . .

- The broken rung and how women can keep climbing
- How to create a neuro-inclusive work environment
- Mentorship vs. Sponsorship and how to maximize both
- Creating a S.M.A.R.T. plan for your career path
- From corporate life to entrepreneurship
- Overcoming setbacks — real-life stories of women who have persevered
- Ways to improve your professional brand
- Female founders and funding real talk
- Work-life balance — achievable, or just a myth?
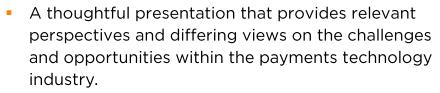- Why workforce diversity is good for the bottom line

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 in depth; avoid platitudes and 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 in more than just incremental ways.
- Disruptive: Shake things up a bit; bring thought leadership that truly disrupts the 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.
- A presentation that includes multiple speakers from a cross-section of companies.
- A well-organized session designed to provide actionable information that attendees can use to advance their businesses.
- A presentation that includes speakers recognized as thought leaders in the topic area.
- Content with 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

December 11, 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 at lsaye@electran.org.