Content proposal information and guidelines

Thank you for your interest in contributing to WiC day 2025!

In order to create the best possible conference and experience for everyone attending, and based on experience and feedback from previous editions, we have created the following information sheet that should help you understand what we are looking for and how we select content.

The deadline to submit is Wednesday, April 30th 2025. We will aim to contact selected proposals in early June.

Please submit your proposal(s) to info@women-in-cyber.ch

Note: Because we tend to receive more proposals than we have slots available, we unfortunately cannot accept all proposals; and this means we know we will have to decline some very interesting content

General guidelines for all content

1. We hope to have a healthy proportion of women and non-binary people as speakers; and we welcome men to submit their proposals as well.
2. Similarly to last year, we would be happy to receive ideas for original ways to present content (i.e., not necessarily a presentation with slides); we are happy to provide our community with original / non-traditional content and formats. Given the overwhelming positive feedback, we aim to have another round of "my contribution to cyber" pitches (see more info below)
3. We want to make the most of the time the participants give us; as such we select content based on our appreciation of the value it will add to our community.
   a. We will not accept any marketing or sales content; nor will we accept content aimed at recruiting
   b. We do not select speakers solely based on their title or notoriety, rather on the value of their proposal
   c. We will favor innovative and exciting content
   d. We tend to not accept content that center on challenges women face, how women are better or less well suited for any given field or topic, or other gender-focused content.
   e. Once the deadline has passed, all proposals will be reviewed as a whole by the team to create what we think would create the best agenda
4. The event will be in-person only; there will be no remote attendance or content

Guideline for traditional presentations

Please see below some angles that we believe our audience would like to hear about. It is not mandatory to propose content related to these, but they may be used as inspiration.

Presentations will be capped at 30 minutes, including Q&A. We leave it to the speaker to decide how to organize the 30 minutes (e.g., 20 minutes of presentation and 10 minutes of Q&A; or 25 minutes of presentation and 5 minutes of Q&A).

Speakers will have a screen behind them to share slides, if they like.

Incidents (you have been involved in or have analyzed these incidents)
1. Canton of Vaud poor phishing results (January 2025)
2. Confederation websites DoS (2024/2025)
3. Phishing attempts through traditional Swiss post (end of 2024)
4. RTS unavailability due to cable cut (January 2024)

Swiss specifics (you were involved or have analyzed these specifics)
5. Report from Republik about surveillance in Switzerland
6. New federal office for cyber security
7. Innovations and challenges for SMEs in the digital world

Please include the following information in your submission email

- Your name
- Your current employer and title (optional)
- Title of your presentation
- The audience your presentation is intended for (general population, students, young professionals, experienced professionals, C-suite – or any combination of these)
- Outline of your presentation
- How much time you will take for your presentation and for the Q&A (capped at 30 minutes in total)
- Your approval (or not) to film and take photos of your presentation to be used on our website and social media platforms
- Any other remarks or considerations

General information and guidelines for "my contribution to cyber" pitches

- Each pitch will last 120 seconds
- We aim to have 5-6 pitches, that will be presented one after another
- There is no Q&A planned after the pitches; discussions with pitchers will be encouraged during the breaks
- The pitches are about celebrating the successes of the speakers, inspiring others to look for their own success stories and project themselves into a future where they would also stand proudly on stage, speaking about their stories.
- We recommend that you have some kind of key message to share, and then build the pitch around that, to make it easy for everyone to remember: Alice was the lady who is changing the way company X does Y, Charlie is making it easier for NGOs to get Z

We are particularly interested in hearing from people working in the following fields

1. Journalist specialized in cyber (e.g., investigative journalist)
2. Cyber policy maker (in Switzerland)
3. Pentester
4. Digital forensics specialist
5. Project manager working on implementation of Swiss cyber strategy in a private company
6. SCION specialist

More details

- The following questions may be used as inspiration to prepare the pitches
    - What problem(s) are you solving?
    - What is your approach?
    - How is what you're doing different from what others have done or are doing?
    - What achievements are you most proud of?
    - What do you hope your work will bring in the future?
    - What problems / questions will remain open?
    - Why should others be excited about your field?
- You are free to organise the 120 seconds as you like; you do not need to answer the questions above
- You are encouraged to make your pitch entertaining and engaging
- We suggest that you assume the audience does not know anything about your field (we have a very diverse audience with varying skillsets)
- A slide with name, title and employer will be shown for each person while they pitch, so there is no need for additional introductions.
- Make it as personal as you are comfortable with: share moments where you thought "wow, I really achieved something amazing", "I am really proud that I did this", "without me, this wouldn't have happened", etc.
- You can talk about your current position, past experience, or both; whatever makes sense for the message you want to send.
- You are welcome to bake some of your unusual/unexpected experiences into the pitch, e.g., if your career path had some twists and turns. You can either say it explicitly or include it into what you are saying, more subtly.
- With all of this said, stay true to yourself, your style, your story and your message.