

Content proposal information and guidelines

Thank you for your interest in contributing to WiC day 2026!

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 Thursday, April 30th 2026. 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 previous years, 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 short 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 and panels

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. Major provider outages, e.g., AWS (October 2025), Cloudflare (November, December 2025)
2. AI/LLM data breaches, e.g., OmniGPT Breach (February 2025), DeepSeek AI Breach (January 2025), Public indexing of shared chats (August 2025)
3. The International Association of Cryptologic Research (IACR)'s leadership election mishap (November 2025)

Swiss specifics (you were involved or have analyzed these specifics)

4. Proposed ordinance on the Surveillance of Post and Telecommunications
5. Digital sovereignty for Switzerland
6. Innovations and challenges for SMEs in the digital world

If you would like to present or participate in a panel for WiC day 2026, please send us the following information

- Your name
- Your current employer and title (optional)
- Title of your presentation/panel
- 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/panel
- 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

Guidelines for “what I’m working on and why you should care” pitches

The goal is for you to share the main objective(s) of your current work and explain to the audience why that/those objective(s) are important. This should provide the audience with a glimpse into your professional universe and ideally get them excited about the topic.

- 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

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 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
- With all of this said, stay true to yourself, your style, your story and your message.

If you would like to pitch at WiC day 2026, please send us the following information

- Your name
- Your current employer and title (optional)
- Outline of your pitch
- 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

Guidelines for the fishbowl discussion

The goal of the fishbowl concept is to have a dynamic discussion amongst multiple people, including members of the audience. Think of it as a guided collective discussion.

The concept is that a small number of people will be seated in a circle in the middle of the room (referred to as the fishbowl), with the audience seated around them. The moderator will ask a question and anyone in the circle can answer. If any member of the audience wants to join the discussion, they stand up. Whenever one member of the fishbowl is done speaking, they go sit in the audience and give their seat in the fishbowl to someone else.

The moderator will ensure that no speaker monopolizes the discussion and that comments remain on topic.

We proposed the following topics, but as usual are open to ideas

- What can Switzerland do to bring more women to cyber?
- What else can / should the Women in Cyber association do?
- Work-life balance in 24/7 security teams: myths vs. reality
- Cybersecurity skills of the future: What should we tell young women today?
- Do we really have a cybersecurity skills shortage?

While the idea of the fishbowl discussion is that anyone from the audience can participate, we need a first group of people to get the discussion going. **If you are interested in being part of that first group, please send us the following information**

- Your name
- Your current employer and title (optional)
- Which topic(s) you would like to discuss (from the list above or other ideas you have)
- 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