



Speaker Submission Planning Guide

Get your session team on the same page before completing the online form.

Use this guide to shape the proposal together, assign pieces, and gather the final information in one place. One person should then complete the online submission on behalf of the group.

The online form is the official submission. This guide is a planning resource for the session team.

1. Align on the session

THE CHALLENGE	THE DECISION	THE VALUE
- What industry problem or opportunity are we addressing? - Who is affected, and why does it matter now?	- What decision, tradeoff, or next step will the session help attendees work through? - What should attendees leave better prepared to do?	- What experience, evidence, or approaches will we share? - What makes this useful across companies, roles, or food segments?

2. Design the experience together

CHOOSE THE FORMAT	PLAN EACH VOICE	BUILD ENGAGEMENT
- Case study, panel, moderated conversation, executive exchange, workshop, presentation, etc. - Select the format that best helps attendees explore the challenge	- Confirm which perspectives are needed - Agree on the role, expertise, and contribution of each speaker - Identify any gaps or additional voices	- Decide how attendees will participate - Plan discussion, peer exchange, scenario work, reflection, Q&A, or live problem-solving

3. Prepare the submission together

SHAPE THE PROPOSAL	WRITE WITH ONE VOICE	FINALIZE AS A TEAM
- Agree on the proposed session title - Select the primary and secondary strategic priority - Confirm the educational level	- Develop the detailed session description - Create the brief attendee-facing summary - Write three measurable learning objectives	- Review the full proposal together - Confirm that the challenge, format, and speaker roles align - Choose one person to complete the online form



SOLVE IT TOGETHER
April 5-7, 2027 | St. Petersburg, FL

