



FREE WEBINAR

PERFECTING YOUR PITCH: Conference Speaker Application Tutorial



PRESENTED BY

MJBizCon[®]

Areas of Focus

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MJBizCon Tracks

- Finance & Banking
- Cannabis Business 101
- Marketing, Branding, Public Relations & Advertising
- Cannabis Science & Medicine
- Policy & Regulatory Compliance (Domestic & International)
- Ancillary Business Services
- Manufacturing, Processing & Distribution
- Cultivation
- Retail Marketing & Operations
- Psychedelics



Choosing the Right Topic

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Top MJBizCon Topics

- AI use in the cannabis industry
- Customer acquisition & retention
- Cannabis policy and regulatory updates
- Cannabis business 101
- Hemp-derived cannabinoids
- The business of cultivation
- Cannabis consumption and tourism



Presentation Formats and Deadlines

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Presentation Formats

- Solo
- Panel Discussions (including fireside chats)
- Moderator-led Roundtables

Proposal Deadline

- Friday, April 11th
- You can submit more than one proposal



Understanding the Speaker Selection Process

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How Does MJBizCon Select Speakers?

- MJBizDaily editorial staff and our advisory committee review applications and rank them.
- Speakers are selected in accordance of chosen priority topics to feature at MJBizCon.

What does the MJBizCon selection committee look for when reviewing applications?

- Racial and gender diversity.
- Diverse perspective – presentation provides holistic view.
- Prioritizes thought leadership over marketing of a product.
- Presentation communicates actionable intelligence.
- Cutting-edge topics not covered recently at MJBizCon.
- Topics that will reach a wide audience.



Crafting a Strong Proposal

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Criteria the MJBizCon Selection Committee Evaluates Speakers On:

- Ability to effectively explain why they're thought leaders on proposed topic.
- How speaker presents technical skills (actionable intelligence).
- Commitment to recruiting partners and customers as panelists to provide diversity of perspective.
- Maintaining a clear understanding of the MJBizCon audience: B2B.

Common Application Mistakes?

- Topics present a problem but lack a solution.
- Solutions presented primarily feature the speaker's product.
- Speaker applications lack clear learning objectives and target audience.
- Topics only apply to a niche audience in the cannabis industry.



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After Submission: What to Expect

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Notification of Speaker Acceptance:

- Applications are reviewed in April.
- Speakers will get notified of acceptance or denial in May.

What to expect if selected as a speaker?

- Send us your speaker agreement ASAP upon acceptance.
- MJBizCon team will begin providing marketing assets over the summer.
- Speaker planning meetings will begin in September.



Final Tips & Encouragement

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Key Takeaways for a Winning Application:

- Thought leadership over marketing
- Clear learning objectives and audience
- Topic is important to most in the cannabis industry

Questions or Need Additional Support?

- Submit your application at www.mjbizconference.com
- Reach out to Chris.Olson@mjbiz.com with questions.
- NOTE: Due to high volume of inquiries, we won't be able to provide feedback on proposed topic.





THANK YOU!

We look forward to reviewing your application and seeing you at the show this December.

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DEC. 2-5, 2025 LAS VEGAS