INDUSTRY INSIDER PROGRAM FAQ

The Industry Insider Guest of Honor program has been rebranded this year, and is now known as the **Industry Insider Program**. It still offers the great content you have come to expect, but its new positioning should help clear up some confusion about the program itself and help generate even more exciting event offerings in the future. Please read the FAQ below for more details about the program and its changes.

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What Is the Industry Insider Program?
Gen Con's Industry Insider program is first and foremost a program based around all things gaming related. It consists of a curated tract of events made up of seminars, panels, and workshops that are suggested and hosted by industry insiders themselves, events which are then highlighted by Gen Con. Each year the topics/events differ as the industry insiders' change, but they always remain based around games.

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What Has Changed With the Program?
A couple of changes have happened, primarily with the nomenclature. Where once we had "Industry Insider Guests of Honor"—whose experience at the show combined some typical Guest of Honor experiences with those of being an expert guest speaker—we now have "Industry Insider Featured Presenters." Instead of having multiple "Guests of Honor" we now have one invited person serving in that position. The guest definitely participates in the Industry Insider program but also serves in a more traditional guest of honor role.

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Key Dates / Deadlines For 2015

Industry Insider Submission Opens	March 12
Submission Period	March 12 - April 2
Advisory Panel: Presenter & Topic Review/Selection	April 2 - 23
Feature Presenter Notification	On/Around April 17
Picture Deadline	April 30
Feature Presenters: Topic Review	May 1 – May 8
Event Registration Opens	May 17

Dates are subject to shift/change

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Why Do I Have to Submit a Request for Consideration to Be a Featured Presenter?
It's a big challenge for Gen Con to keep up with all the movers and shakers in our industry, and while we have an advisory panel of industry experts to aid us in the endeavor, it is a lot to manage by a few people.

Submitting a request to be a featured presenter helps in several ways:

1. It serves as a way for people who may be up and coming in the industry—but perhaps not widely known—to introduce themselves to us and thus broaden our prospective featured presenter list.

2. There is a level of commitment to being involved in the program, and submitting a request lets us know you understand what's involved and are prepared to take on the corresponding responsibilities.

3. The application process enables Gen Con management to review all interested parties and their suggested topics in a fair and collective way.

4. Once the presenters are approved, we've already collected the contact information we need from them so that we can disseminate information to them quickly.

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What Is Required of an Industry Insider Featured Presenter?

Featured presenters must:

1. Attend Gen Con.
2. Be willing to submit topics for consideration as part of the program's event offerings and be able speak on those topics.
3. Have the ability to participate in 3–5 seminars/panels over the course of the four days.
4. Have some flexibility in your schedule so you can participate in the events.
5. Oh, and submit a headshot!

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What Does It Mean to Be a Featured Presenter in the Program?
It means you have a point of view about a subject and are willing and able to share your expertise with others by being on panels, hosting seminars, and having discussions on topics you are knowledgeable about. It also means you're interacting with fellow professionals and attendees interested in learning more about the industry and/or shaping its future.

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What Subject Matter Does Gen Con Look for With Submitted Topics?
The Industry Insider program is made up of topics that are submitted by the featured presenters themselves, along with some suggested topics from the advisory panel and/or Gen Con. Topics are suggested by the presenters, so each year the program is different but similar!

Topics relate to the gaming industry and can cover a wide range, from how to break into the industry or starting a game company to freelancing, creating games for kids, art in gaming, women in gaming, and even running Kickstarter campaigns. They run the gamut.

When submitting topics for consideration, they should be broad enough that other presenters can be included who have similar and/or opposing viewpoints on the subject matter. Alternatively, they can be narrow enough in focus that only you could speak on the subject, but then you must be ready to run the entire event yourself.

We consider all sorts of topics on and about the industry, and we hope that a wide spectrum is represented from all game types (i.e. board games, Minis, RPGs, etc.) and all aspects of the industry (creative, manufacturing, etc.). We choose topics from what is submitted each year.

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What Do You Look For In a Featured Presenter?
Gen Con strives to bring as much diversity to the Industry Insider program as we can, and so we want people from all backgrounds and understandings to submit to be a featured presenter. The advisory panel makes an effort to reach out to individuals not only for specific event types but who also represent different experiences. However, we are limited to who and what is submitted each year for event programming and the featured presenter list, so we encourage people from all backgrounds and experiences to submit a request. If you know someone who would make a good fit, please encourage them as well.

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Why Can't Non-Industry Insider Featured Presenters Participate in the Events Being Offered?
The Industry Insider program is an exclusive program whereby interested individuals go through a submission and vetting process. Industry Insider events are meant to be participatory, though, so anyone can add insight to a particular topic—even if they aren't sitting on the panel itself—simply by attending a corresponding event. Should your topic require non-Industry Insider featured presenters as panelists we encourage you to submit it to run at the show too. It just won't be a part of the Industry Insider program.

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What Is the Process of Submitting a Request to Be an Industry Insider Featured Presenter?
If you are an individual in the gaming industry and wish to be considered to be an Industry Insider Featured Presenter for the current convention, go to GenCon.com and click on HOST in the top menu. Under that, click on the Industry Insider submenu. That should take you straight to the request form. Follow the directions and fill it out as best you can.

The process concludes with a terms and conditions statement, which prospective presenters must agree to. It includes details on such things as:

- Working with Gen Con and the advisory panel on editing topic submissions
- Meeting deadlines
- Submitting a headshot
- Participating in 3–5 Industry Insider events during the course of the convention
- Attending Gen Con
- Promoting and marketing yourself as a featured speaker when applicable

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What Are the Perks of Being an Industry Insider Featured Presenter?
Besides being surrounded by adoring fans, fellow industry luminaries and the like, Industry Insider Featured Presenters receive the following:

- A complimentary Industry Insider badge (or ribbon) good for all four days of the show.
- Being highlighted—including your picture and bio—on the Gen Con website and in a dedicated section of the program book.
- A hotel code that allows access to an exclusive block of self-pay rooms reserved just for Industry Insiders. (You are responsible for acquiring your room and covering the costs, but the rates are discounted.)
- Access to the VIG Lounge located inside the Convention Center. The VIG Lounge offers a comfy lounge setting and seating areas, free Wi-Fi, and complementary drinks, among other things.
- Early access to the Exhibit Hall on Thursday morning

There are some other perks in the works, but we can't mention them yet, as they are still being sorted out!

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What Is the Advisory Panel?

The Industry Insider Advisory Panel is an external review panel of industry experts who pride themselves in staying on top of what's happening in our world. These people are themselves industry experts, qualify as interesting featured speakers in their own right, and are also active socially in some aspect of tabletop games. Participation on the advisory panel is by invitation only. Gen Con has selected a group of panelists who have a deep respect and knowledge of the industry's past and yet are equally fascinated with what's happening now and where things are heading.