

We give **priority to speaker requests that make the most significant contribution to achieving our priorities**

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1 Introduction

The ICO receives many more invitations to speak at events around the country and internationally than it has the resources to accept. This policy is written to demonstrate how we prioritise those requests that allow us to communicate key messages to priority audiences and that are in line with the goals from the ICO's Information Rights Strategic Plan:

- 1) To increase the public's trust and confidence in how data is used and made available.
- 2) Improve standards of information rights practice through clear, inspiring and targeted engagement and influence
- 3) Maintain and develop influence within the global information rights regulatory community
- 4) Stay relevant, provide excellent public service and keep ahead of evolving technology
- 5) Enforce the laws we help shape and oversee

2 Processing requests

All requests must be made by completing the speaker request form on the website. The ICO's speaker request panel meets each week to consider requests.

The speaker request panel comprises Department Heads who have an overview of all ICO communications, operational and policy activity. They are, therefore, well placed to accept those invitations which offer the most potential to support strategic priorities.

Any direct requests to individual members of ICO staff will be re-directed to the speaker request form and then through to the panel.

The more notice the better and it's highly unlikely that a speaker could be found for any requests made within six weeks of the event itself.

Information required from the event organisers

The speaker request cannot be processed unless the following information has been entered into the [speaker request form](#)

- Which goal or goals from the ICO's Information Rights Strategic Plan are relevant to the speaker request
- Brief details about the event including name, location, date and time
- A subject or title of the contribution requested
- The nature of the contribution requested (e.g. keynote speech, panel session, fireside chat, salon, lecture, workshop lead, presentation or questions and answer session).
- Tell us whether, in the event that the proposed date doesn't work for the relevant speaker but would otherwise be one we'd like to do, the ICO could contribute by livestream or through a pre-recorded video ?
- Details about the audience – numbers, size, job roles, seniority.
- Whether an additional delegate place is available for an ICO colleague to join the speaker
- Whether travel and accommodation expenses can be funded by the event organisers (ICO do not charge organisations for providing a speaker).

Considerations

When prioritising speaker requests, the panel's most important consideration will be to assess its strategic value to the ICO. Some other factors affecting the decision may include:

- If the organisation hosting the event declines to reimburse travel and accommodation expenses for an ICO representative to attend.
- The extent to which the event promotes an organisation's *commercial* product or service.

- If the event is organised by a commercial organisation and is only open to clients or customers of that company.
- If the ICO is the sole contributor and delegates are charged a fee to attend
- If it's an internal staff training event
- If the event falls during a pre-election or pre-referendum campaign period
- If the engagement can be fitted around other business already scheduled for the day, in the same area
- If ICO speakers have recently spoken to the same audience elsewhere

Event organisers should note that when the ICO accepts an invitation, it is done so on the understanding that the information provided is accurate. For example, if the number of delegates proposed at the time of the invitation is 100, and the actual number of delegates registered shortly before the event is only 50, the ICO may withdraw its contribution at a late stage. Organisers should also note that in the event of the ICO having to withdraw a speaker due to staff illness or other non-availability, we will not necessarily be able to provide an alternative speaker in all cases.

3 Personal invitations to ICO representatives

Any direct request to individual members of ICO staff – whether by email, phone or through personal social media platforms - will be re-directed to the speaker request form and then through to the panel.

Where an event organiser requests a specific named individual, the ICO may accept the invitation but offer another ICO representative. This particularly applies where the subject or audience is a specialist one and may be better met by an ICO speaker who has more relevant expertise.

Many requests for speakers specifically invite the Commissioner herself. Due to the many demands on her time Elizabeth will only attend public engagements where her attendance meets the most important strategic priorities of the ICO.

4 Declining invitations

Where the ICO is not able to accept a speaking invitation, alternative forms of support can be provided. These include:

- A dedicated area of the ICO website providing tools and resources, such as PowerPoint presentations, webinars, videos, guidance, publications (which can be ordered free of charge) and press releases
- The ICO's helpline: 0303 123 1113
- The ICO holds a data protection officer conference each March and other events throughout the year. These events are promoted in the ICO's newsletter and through Twitter @iconews.

5 Evaluating events

Event organisers will often ask delegates to evaluate speakers. We would appreciate receiving any feedback on ICO speakers after the event. This will be passed directly to the speakers. This is beneficial to individual staff for their personal learning and development.

6 Using the ICO logo for promotion of events

Any requests to use the ICO logo must be made separately to:

speakers@ico.org.uk