

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 invitations to speak at events and engage at senior levels. We cannot accept all of these requests and must prioritise those requests that allow us to communicate key messages 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
- 6) To be an effective and knowledgeable regulator for cyber related privacy issues

2 Processing requests

Requests must be made by completing the speaker request form available on our website. When someone makes a request for a speaker via other routes they will be asked to use the speaker request form.

Requests will be assessed regularly by ICO senior managers to identify those invitations which we can accept in support of our strategic goals.

Information required from the event organisers

We cannot process requests unless the following information has been provided:

- Details about the event including name, location, date, time and description of what is wanted
- What the relevant goal or goals from the ICO's Information Rights Strategic Plan are
- Who else will be speaking at the event, who the audience is and its size

- Whether travel and accommodation costs would be paid
- Whether an ICO delegate can attend the event without charge

Criteria for accepting an invitation

When prioritising invitations, in addition to staff availability and amongst other things, the ICO takes into account the following criteria:

- The match of the subject matter to the ICO Information Rights Strategic Plan and our communications priorities.
- The nature of the audience – eg key national or regional policy makers and information rights specialists whose views and support are important to the ICO's Information Rights Strategic Plan.
- The opportunity for a major announcement.
- Whether the event is overtly political - we will not accept invitations to speak at overtly political events such as political party conferences.
- Whether the event is shortly before an election or a referendum - we are careful about accept speaking events before an election (general, devolved or local) or a referendum.
- Whether accepting a request could embarrass the ICO, for example if we are taking or considering taking enforcement action against the organising body, or the event is commercial and the ICO is the only speaking body.
- Timeliness of the request – finding preparation time and diary time to attend the actual event gets more difficult closer to the event.
- Ease of getting to the event.

Please note that we cannot guarantee that a speaker specifically requested for an event will actually be able to attend. We may offer a different speaker.

In addition the ICO will take all reasonable steps to attend an event once accepted. However, we may have to provide a different speaker, or cancel our attendance if our priorities or staff availability changes, or because of external factors such as travel disruption and bad weather.

3 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 our website provides tools and resources, such as presentations, webinars, videos, guidance, publications (which can be ordered free of charge), blogs and press releases.
- Our Data Protection Practitioner Conference held annually in March/April and other events throughout the year. These events are promoted in the ICO's e-newsletter and through Twitter [@iconews](#).
- Our helpline which can provide guidance on information rights issues and is available on 0303 123 1113.

4 Evaluating events

We appreciate receiving feedback on ICO speakers as it is useful to individual staff for their personal development. If you collate feedback after an event please do pass it on to the speaker.

5 Using the ICO logo for promotion of events

Any requests to use the ICO logo to promote an event we are attending must be made separately to: engagements@ico.org.uk.