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Objectives of SOCAP Open

To build a world in which we all want to live, we must hear and engage with a global and diverse audience. SOCAP is committed to offering participants the most relevant, timely and innovative content. At SOCAP24, our content will be curated through three sources, each representing one-third of the sessions.

- One-third comes from our Content Curation Councils: experts in each of our focus tracks, who steer and guide the conversation for 2024.
- Another third comes from our Content Partners: trusted institutions who have supported SOCAP's community and mission for years and who work alongside our content team throughout the year to bring highly curated sessions to SOCAP stages.
- And, yet another third comes from SOCAP Open: our growing community of impact leaders, who submit session ideas that reflect the pulse of the global conversation around money and meaning.

We recognize that too many voices go unheard in conferences, so we have designed SOCAP Open to serve as a unique opportunity for new and underrepresented voices to be amplified at our flagship conference.

By participating as speakers in our conference, your chosen sessions will not only be showcased at SOCAP but will also enjoy complimentary registration, valued at $2500. This cost is covered through

our Speaker Access Fund, made possible by the generous support of our partners.
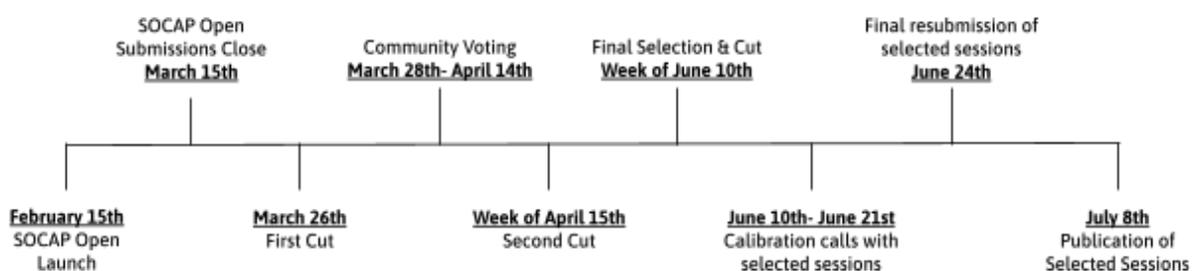
We welcome your submissions and ideas for our curation councils and staff to review particularly those that align with this core purpose of SOCAP Open. Please take the time upfront to review the **SOCAP Open guidelines below** and know that it is a highly competitive process (last year, less than 7% of total submissions were selected).

Here are some ways you can stand out:

- Underrepresented, under-resourced, and new voices will be prioritized.
- Amplify new and underrepresented issues, challenges and opportunities.
- Present investable solutions to critical challenges.
- Be inclusive, diverse, and global!
- Bring some healthy controversy and challenge echo chambers
- Equip others to replicate successful approaches.
- Think differently - we love ideas that engage audiences directly.
- What are we not talking about in the impact world that we need to be?

If you want to co-design content for SOCAP24 and discuss more ways to have your thought leadership heard and uplifted through Content Partner packages, please fill out the form [here](#) to get in touch with Tova Lobatz our Executive Director of Partnerships.
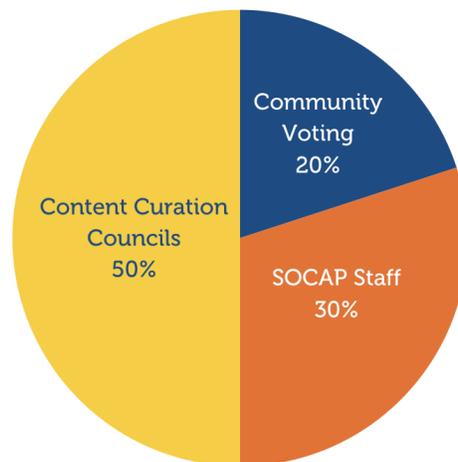
SOCAP Open 2024 Timeline

- **February 15:** SOCAP Open Launches
- **March 15**: SOCAP Open Submissions Close (no late submissions will be processed)
- **March 26:** First-round submissions review and cut; session organizers **not selected** will be notified (*see below for criteria*)
- **March 28 until April 14:** Community voting opens on the website
- **Week of April 15:** Second sessions review and cut; session organizers **not selected** will be notified
- **Week of June 10:** Final selection and session cut takes place; all session organizers will be notified
- **June 10 until June 21:** Calibration calls with all selected session organizers
- **June 24:** Final resubmission of selected sessions with agreed changes and updates due
- **July 8:** Selected sessions published on SOCAP's website

Hearing back about my submission

We will have three rounds of key moments when session submitters will hear back.

1. The _first set_ of sessions that have not been selected to move to the next stage will be notified on **March 26**. At this stage, most of the sessions will have been rejected due to the following reasons:
   a. Incomplete submissions.
   b. Speakers do not represent a diverse set of perspectives.
   c. Submitting organizations or speakers have had an over-representation at SOCAP in the past.
   d. **Only the first two session proposals submitted by an organization will be considered during the selection process.** Therefore, any additional proposals submitted by the same organization will not move forward (with exceptions made for outstanding submissions).
2. The _second set_ of sessions that are not selected will hear back on the week of **April 15**. At this stage, any sessions that were not selected were probably competitive but, unfortunately, not ranked among the top by the community voting process and not aligned with the criteria listed below.
3. The _third set_ of sessions that are not selected will hear back the week of **June 10.** These sessions were probably ranked highly but, unfortunately, not the top selected.

How Will My Submission Be Evaluated?

SOCAP Open submissions will be evaluated by three different stakeholders that balance the interests and needs of the community's agenda.

Community voting accounts for about 20% of the decision-making process for SOCAP Open programming.

Feedback from the Content Curation Council ([read more about 2023's](#) Councils; our 2024 Council announcement is forthcoming) for the track your session is in and SOCAP staff is also taken into account, with a weight of 40% and 40%, respectively.

20% - Community Voting

We value our community's input, and this is your chance to mobilize your networks through social media, newsletters, and personal connections — in particular, those who would be interested in hearing the perspectives and voices you are proposing in your session. We intend for community voting to reach new networks and communities around the globe who want to bring a collective voice to SOCAP and elevate this perspective.

Every session organizer will receive a SOCAP Open voting promotion kit, which they can edit and use to reach those in their network.

Once voting has closed, we will assign the top-voted session 20 points, and then proceed to calculate the proportional points for the rest of the submissions based on their number of votes.

30% - Staff Evaluation

SOCAP staff have a unique perspective on the community's pulse: We speak with newcomers, experts, journalists, and innovators year-round, so we get to hear their insights and interests. We also have an overarching perspective, across all tracks, of what content has been covered in past events and in other tracks. SOCAP staff will work to fill any gaps in content and strike a good balance to ensure the original objective of SOCAP Open (to be a pathway for new and unheard voices) is well-represented in the 2024 agenda.

Below, you will find the criteria by which the staff will evaluate each proposed session.

Criteria	Description
New and Underrepresented Voices/Organizations	As part of our commitment for SOCAP24, we aim to provide stage time to new organizations, underrepresented voices, and organizations that, while having participated in SOCAP before, haven't had the opportunity to share or showcase their work and ideas. This aligns with our goal of fostering inclusivity and highlighting a diverse range of voices and perspectives.
Diversity of Perspectives	This criterion emphasizes a varied representation of backgrounds, experiences, and viewpoints, fostering a more comprehensive and dynamic conversation. **We particularly encourage the inclusion of entrepreneur voices on panels, recognizing their valuable insights and unique contributions to the discussion.**
Geographic Diversity	This entails ensuring a representation of insights and experiences from a broad range of countries and regions. Emphasizing geographic diversity enriches the discussion, ensuring we have perspectives of people working on the ground in different continents.

New and Investable Ideas (Innovative Conversations)	We seek proposals that bring new insights, creative solutions, and forward-thinking concepts to the forefront of the conversation. Our goal is to curate sessions that inspire fresh perspectives and contribute to thought leadership through systems change and post-growth thinking.
Topic-Experienced Speakers	We prioritize the inclusion of high-caliber speakers who are pioneers in their respective tracks. Our aim is to curate sessions featuring speakers with a proven record of expertise, innovation, and leadership. We seek individuals who not only possess in-depth knowledge but also have a demonstrated impact, enriching our sessions with valuable insights and cutting-edge perspectives.

50% - Content Curation Council Evaluation

Content Curation Council Members are global and diverse experts who guide and curate the content for each of our tracks. Council Members will evaluate sessions according to the relevance to the content track, expertise of proposed speakers, fit between the session's goals and the proposed format, diversity of perspectives (including global perspectives), and in some cases, urgency or momentum of the proposed topic.

A Note About Session Formats

SOCAP24 will have a diverse variety of standardized content formats to make everyone's experience even more enriching. Our goal is to offer a broader range of sessions, ensuring a dynamic and inclusive agenda that caters to all interests and preferences.

The following chart provides a detailed list of session formats for SOCAP24, along with specific descriptions for each. We invite all session organizers to review and consider the most suitable format for their session topic and desired outcome.

Session Format	# of Speakers/ Tickets	Best for (what are they intended for/what is the objective?)	# of Available Session Slots
Panel	3 Speakers	Conversations in which 3-4 questions are addressed on a certain topic and experiences/best practices are shared, highlighting lessons learned. Often closes with a Q&A. Practical tools to be shared at the end of the session are encouraged (top tips, PDF manuals, recollection of cases, etc.). SOCAP will co-curate with session organizers to determine the profile of a professional moderator from within a roster of journalists, interviewers, or podcasters. Organizers can suggest a moderator for consideration.	12 Sessions

Fireside Chat	2 Speakers	An on-stage, informal, and conversational setting where two individuals engage in a dialogue, discussing pertinent topics or sharing insights in a relaxed and approachable manner. SOCAP will co-curate with session organizers to determine the profile of a professional interviewer from within a roster of journalists, interviewers, or podcasters. Organizers can suggest an interviewer for consideration.	2 Sessions
Workshop	Up to 3 Facilitators/ Instructors	An interactive and hands-on session, allowing participants to engage directly with the material shared by the facilitators, collaborate with others, and gain practical skills or insights on a specific topic.	6 Sessions
Delegate-Led Meet Up	1 Speaker/ Facilitator	Unique interactive format that invites attendees to explore a particular topic in depth, rather than a presentation Meet Ups take place in an intimate setting that allows for a deep and intentional exploration of the topic within a small group to encourage collaborative knowledge development and exchange.	10 Sessions
Brief and Bold (7 minutes)	1 Speaker, Keynote style	A slot within our TedX style sessions, lasting no longer than 7 minutes on our largest stage. The ideal format for sharing a big idea, an anecdote that illustrates a broader concept, tension, or conversation opener.	3 Speaking Slots

Make Your Submission Stand Out (Do's and Don'ts)

- Review our [SOCAP24 theme and tracks](#) before submitting your session proposal.
- Include only speakers you can reach out to and who will be available and willing to speak at SOCAP24 October 28 to 30, 2024 in San Francisco.
- No more than one speaker per organization in your session.
- Review all evaluation criteria before submitting your session.
- Don't be afraid of some controversy.
- Think about the best format to get your point across.
- Be creative.

FAQs

- **What is SOCAP Open?**

SOCAP Open serves as the platform for amplifying voices that might otherwise go unheard at SOCAP.

- **Should I reach out to speakers in advance?**
  Yes, session organizers should contact proposed speakers to confirm their availability and willingness to speak from October 28 to October 30 _if_ the session is selected.
- **Can I propose a moderator?**
  Yes, session organizers can suggest a moderator for panels and fireside chats. However, SOCAP Global reserves the right to propose an alternative moderator. All information requested for proposed moderators should be completed for consideration.
- **Can I submit a session proposal on behalf of a client or another individual?**
  If you won't be organizing the session personally, please provide the information of the individual who will assume ultimate responsibility for the session in the personal information portion of the submission form. This designated person will receive all SOCAP Open emails, will be contacted if additional actions are required, and will be responsible for following up with session speakers.
- **Can I submit more than one session?**
  This is a new rule in 2024, which we included to make things more fair. Organizations may submit _up to two_ session proposals. If more than two sessions are proposed by an organization, only the first two submissions will be considered. We encourage internal coordination before submitting.
- **Can I submit the same proposal but with a different format if I don't know which format is more likely to be accepted?**
  Yes, just keep in mind that only the first 2 submitted proposals per organization will be reviewed. We kindly ask that you make a note in the submission reflecting this.
- **Can I resubmit or edit a previously submitted session?**
  If you have made a mistake, please contact fabienne@socapglobal.com. Depending on the issue, we will either update the original submission or ask you to resubmit. After March 15, we will only fix typos. We will not add/remove/change speakers, change the title or description of the session.
- **Can I submit past the deadline?**
  Unfortunately, submissions received after the March 15 deadline will not be considered. We encourage all session organizers to review our SOCAP Open timeline (see above) to ensure their proposals are submitted on time.
- **Can I save my form while I am working on it?**
  Session proposal forms do support saving changes, depending on the browser. We strongly recommend session organizers review our [SOCAP Open Submission Form Worksheet](#), available in Appendix A, which provides all the required information for the submission form. This guide will assist session organizers in preparing thoroughly for the session proposal submission, serving as a useful tool for brainstorming and preparation.
- **Will all the information I enter in my proposal be visible on the website for Community Voting?**
  Although we ask for a lot of information during the submission process, we will only showcase the following information for Community Voting:
    - Session Organizer's First and Last Name

- Organization
- Track
- Format of the Session
- Proposed Session Title
- Description
- Purpose
- Desired Outcome
- Proposed Speaker(s)

- **Will I be able to look at my submitted session right away?**
  No, sessions will be uploaded for public viewing after the first cut. Please refer to **Hearing back about my submission** section above.

  - **What are my chances to be selected?**
    Last year we received more than 450 submissions and 6.5% were selected. Also, the format you propose may impact your chances. Please refer to our "A Note About Session Formats" (above) to understand the number of sessions and content slots selected from SOCAP Open submissions.

  - **How does Community Voting work? How do people vote for their favorite session?**
    Community Voting is open to anyone, and voters can select more than one session when voting. Access and register on our website from March 28 through April 14 to submit your vote for your favorite sessions. People will not be able to vote for the same session more than once (people might be able to submit multiple votes for the same session but only one vote will be counted), but they will be able to vote for more than one session.
    To understand the weight of community voting within the selection process, please refer to the Community Voting detailed above.

  - **Can I invite my friends to support my proposal by voting for it or to promote it on social media?**
    Yes, we encourage all session organizers to promote their session among their network and communities. SOCAP will provide all session organizers with a SOCAP Open voting promotion kit, which can be edited and used to reach those in their network.

  - **What representation will SOCAP Open sessions have on the final session distribution?**
    Content selected from SOCAP Open will account for 31% of the total content at SOCAP24.

  - **If my session gets selected, what happens next?**
    The SOCAP Content Team will schedule a calibration call to ensure alignment. Once that is completed, you will be asked to submit the final revised session by June 24 for publication in the partial agenda release on July 8. Additionally, you will need to ensure all proposed and accepted speakers submit their confirmation forms by July 31.
    A final alignment call with all speakers and moderators is scheduled for September in preparation for our live event.

  - **Do I receive a complimentary ticket to SOCAP24 if my session gets selected?**
    Complimentary tickets to SOCAP24 are exclusively provided to speakers actively participating in selected sessions. If you, as a session organizer, are also a speaker, you will receive a complimentary ticket to SOCAP24.

  - **Do speakers receive complimentary tickets for SOCAP24?**

Yes, all speakers receive complimentary tickets. Refer to our ["A Note About Session Formats" (above)](#) for details on the number of speakers per session format.

- **If I don't get selected, is there any other way to represent my content at SOCAP?**
  Yes, through SOCAP Partnerships. A partnership with SOCAP guarantees a session where partners can choose the format, time, and room. Partner sessions receive special promotional packages and are designed to uplift your work in person, and digitally, year-round. Packages can be custom-built based on your goals and budget. Get in touch with Tova Lobatz, our Executive Director of Strategic Partnerships to learn more, [here](#).

- **Where can I see any changes in SOCAP Open timeline and process?**
  Any updates or changes to the SOCAP Open process and timeline will be published on our website and highlighted in the SOCAP Open Guidelines for 2024.

Appendix A: SOCAP Open Submission Form Worksheet

We invite all session organizers to use this guide in preparing thoroughly for their session proposal submission. This serves as a useful tool for brainstorming and preparation.

1. **About you and your organization**
   We will only review the first 2 sessions submitted per organization, therefore, we encourage organizations to coordinate internally before submitting. The session organizer is the person who prepared the session idea (not necessarily the person typing and submitting the form).
   a. **Session Organizer's First Name**
   b. **Session Organizer's Last Name**
   c. **Session Organizer's Email Address**
      *We kindly request that you use a different email address for each submission. The email address may be the organizer's or their assistant's email.
   d. **Submitting Organization**
   e. **Session Organizer's Job Title**
   f. **Type of Organization**
   g. **Organization's Revenues**
   h. **How old is your organization?**
   i. **How many employees does your organization have?**
2. **Prior Participation at SOCAP** (We value diverse perspectives from practitioners, newcomers, people who have not been on a SOCAP stage before, and those who bring innovations and controversial conversations to the table. However, prior participation is not a disqualifier.)

      a. **Have you or your organization ever been on a SOCAP stage or session before?**

      b. **If yes,**

          i. Which year have you or your organization spoken at SOCAP?

          ii. What the session was about, what was your role, and is there any other info you can share? If you have been a SOCAP speaker or session organizer more than twice, please share the two most recent experiences.

3. **Your Session Proposal**

Submissions without developed, thoughtful answers may be rejected. Note that you cannot add formatting or links in the "Session Description," "Purpose," or "Desired Outcome" sections.

      a. **Session Title**

      b. **Session Description**

      c. **Purpose**

      d. **Desired Outcome:** What do you hope to happen as a result of facilitating or developing this session at SOCAP24? How would you hope to find out?

      e. **Great sessions tend to have some healthy tensions explored as a way to avoid an echo chamber.** How will you instigate healthy controversy? Are your speakers offering different points of view? How will you ensure that difficult questions are asked?

      f. **SOCAP24 Track:** Please select the track under which your session would be showcased.

- Deploying Climate Capital
- Learning & Capital: Investing in Education
- DEI, Ownership and Impact
- Capital Flows for Impact: Dialogues Around the State of Impact Investment
- Transforming Health Systems
- Regenerating Food Systems
- Catalytic Philanthropy
- AI = Accelerating Impact

      g. **Session Format:** Please select the format for your proposed session.

Panel (3 Speakers)

Fireside chat (2 Speakers)

Workshop (Up to 3 Facilitators/ Instructors)

Delegate-led MeetUp (1 Speaker/Facilitator)

Brief and Bold (1 Speaker, Keynote style)

*If asked, would you be open to changing the format of your proposed session?

4. **About Your Speakers**

Session organizers should reach out to all proposed speakers and confirm that they are willing and available to speak at SOCAP24 (October 28 to October 30). Please note the number of speakers allowed for each session format.

*Any session with TBD speakers might be rejected.

*Sessions with a lack of diversity (including several speakers from the same company) will be rejected.

Information to be provided about all proposed speakers:
   a. **First Name**
   b. **Last Name**
   c. **Organization**
   d. **Job Title**
   e. **Email Address**
   f. **LinkedIn** (or any other link to their bio)
   g. **Has this speaker spoken at SOCAP before?**
   h. **Other events where the speaker has spoken before**
5. **Moderator: For Panels and Fireside Chats only.** SOCAP will most likely assign moderators to selected sessions. However, if you have someone in mind that you would like us to consider, please share their name and why you think they would bring out the best in the conversation. Do not use this field to add a fourth speaker to a panel. The moderator will not be shown on our website when we upload it for the voting process.
   Would you want to suggest a moderator? If yes, please provide the following information:
   a. **First Name**
   b. **Last Name**
   c. **Job Title**
   d. **Organization**
   e. **Email Address**
   f. **LinkedIn** (or any other link to their bio)
   g. **Why would this person be a great moderator for your session?**
   h. **Has the moderator spoken at SOCAP before?**
   i. **Other events the moderator has spoken/moderated before?**
6. **Audience:** We want to ensure the right people are in the room for your session. Please let us know what your target audience is.
   a. **Audience - by stakeholder type:**
   Academia/Research
   Accelerator/Incubator
   Allocator - Foundation
   Allocator - GP
   Allocator - LP
   Allocator - Other
   Allocator - VC
   Artist/Culturemaker
   Asset Manager
   Corporation/SME
   Entrepreneur
   For-Profit Social Enterprise
   Government
   Intermediary (Financial Adviser, Investment Bankers)
   NGO - Non-Profit
   Service Provider (Coach, Consultant, Legal, Media)
   Other

b. Audience- by level of expertise:
101
Some knowledge of the field required
Expert, da deep dive for practitioners
All levels