

The 5in20 Speaker Handbook

Five strategic insights delivered by subject experts in 20 minutes or less

Introduction

This guide is for speakers building a 5in20 session. It sets expectations, explains the purpose of the format and ensures every 5in20 session meets a consistent and high standard across SHOWCASE Events.

5in20 sessions are designed to deliver genuine value to delegates while showcasing the depth of expertise across our speaker community. The format is structured, intentional and focused on the audience.

1. What is 5in20

5in20 is a seminar format launching across SHOWCASE Events in 2026.

Each session delivers five strategic insights presented by a subject expert in 20 minutes or less.

The format is high level and value led. Sessions focus on insight, perspective and practical thinking rather than basic explanation or overt promotion.

2. Why we are introducing 5in20

Freshness of content

Many speakers return year after year. Visitor feedback suggests this can create a perception of repeated content, even when topics are evolving. 5in20 allows familiar expertise to be presented in a clearly different and more engaging way.

Content quality

Feedback also shows that some seminars drift away from education and into sales or promotion. The structure of 5in20 removes this risk and keeps sessions focused on substance and insight.

Delegate choice

With 20 minute sessions, visitors can attend more talks in a day. This increases engagement and improves the perceived value of the seminar programme.

Clear marketing message

5in20 gives us a clear and credible way to demonstrate the quality of our seminar programme.

IMPORTANT – please read this document in its entirety but you will find immediate action steps highlighted on the last page.



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3. The 5in20 mindset

5in20 sessions are strategic, high level, value led and inspiring. They are designed for a senior and informed audience.

Delegates will often already understand the basics of the topic. You do not need to cover introductory material. The aim is to inspire new thinking, deepen understanding or confirm that delegates are already on the right path.

What great looks like in a 5in20 session

There is no single delivery style for a strong 5in20 session. Speakers are encouraged to bring their own voice, experience and perspective while working within the format.

A strong 5in20 session often feels like one of the following:

- A keynote style provocation that reframes how delegates think about a familiar challenge.
- A strategic briefing that brings clarity and confidence to a complex or fast moving topic.
- A thought led narrative that challenges assumptions, validates forward thinking decisions or inspires a new direction.

Storytelling is encouraged where it supports the insight being shared. Strong opinions are welcome. Delegates attend 5in20 sessions because they want to hear how experienced practitioners think, not just what they do.

Insights may challenge conventional thinking or reinforce best practice. The goal is always to inspire confidence or new thinking.

BUILDING YOUR SESSION

4. Structuring your five insights

Each session must deliver five clearly defined insights.

Twenty minutes is enough time to make strong points, but not enough time to over explain. Make the point, explain it clearly and move on.

If your topic includes more than five ideas, choose the most important ones or group related ideas into five broader insights. The aim is not to cover everything. It is to deliver five valuable takeaways.

If your topic initially feels like it only contains one or two ideas, break them down and explore them from different angles so the audience still leaves with five clear insights.

Research suggests the average attention span for a seminar is around 18 minutes. Focus and pace are critical.



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6. Language, positioning and the 5in20 brand

5in20 is part of the wider SHOWCASE Events brand and marketing programme. We want delegates to recognise 5in20 as a clear marker of quality and value.

We ask speakers to adopt and support the format while participating.

When referring to your session, please describe it as a 5in20 or your 5in20 session. Avoid referring to it as a seminar, talk or keynote.

Using consistent language helps reinforce 5in20 as a distinct format and improves the overall delegate experience.

Use language that reflects the positioning of the format. This includes terms such as strategic, high level, value led, senior and advanced. Avoid framing content as tips, hacks or quick wins, as this undermines the positioning of both the format and the audience.

7. Your introduction and close

Introduction

Keep this brief and include it within the 20 minutes. For example:

"My name is X. I am the Y at Z. Today I am going to share five insights in my 5in20 session on..."

Close

There is no Q and A within the session. Your close should provide a clear next step, such as directing delegates to your exhibition stand, a QR code or another way to continue the conversation. If delegates attempt to ask questions during or immediately after the session, politely direct them to your stand.

Sessions usually take place within the exhibition space, so you may be able to point out your stand location during your close.

8. Working within 20 minutes

The 20 minute limit is intentional. It creates focus, pace and energy.

Twenty minutes is a hard stop. A visible timer will be in use and staff will provide visual cues as you approach the limit. Your slides may also include a timer if you prefer.

Overrunning will result in a warning. Repeated overruns may mean you are not invited to present at future events. Respecting the time limit is a core part of the format.



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PRESENTATION DESIGN

9. Slides and visual design

Limit slides to no more than 10. Slides should support your delivery rather than replace it. They must be readable from 15 to 20 metres.

Audio cannot be played, so please avoid video content. Animated slides and GIFs are acceptable.

You will control your own slides. We recommend bringing a clicker and testing your setup in advance. Presenter notes are encouraged.

Sessions are delivered from your own laptop using an HDMI connection. You are responsible for ensuring your laptop and presentation setup work on the day. Your device must connect via HDMI. If your laptop requires an adapter, please bring your own tested adapter with you.

Please arrive with your presentation loaded, tested and ready to run.

10. Interactive elements

Polling and interaction are encouraged where they add clear value. Any interaction must fit comfortably within the 20 minute limit and not disrupt the pace of the session.

SUBMISSION AND APPROVAL

11. Title and description

You could be the best speaker in the world but if the title and description sucks, it's unlikely that it will gather much traction or audience on the day. Crafting a catchy title is essential.

You have 50 characters (a short sentence) to grab attention and 250 characters (a short paragraph) to sell the benefits of why delegates should attend.

12. Speaker standards

5in20 sessions are designed for a senior and informed audience. Presenters must be confident and experienced public speakers who are comfortable delivering structured and engaging content.

Speakers may be new to SHOWCASE Events, but will typically have presented at other conferences, seminars or industry events. Our role is to maintain quality and consistency, not to restrict access.

Organisers reserve the right to decline speakers or sessions that are not suitable for the 5in20 format.



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13. Slide submission and review process

Slides must be submitted at least one month before your first session. They will be reviewed to check content level, suitability and practical considerations such as clarity, design and length.

This process exists to support quality and consistency across the programme. Feedback will be shared constructively and in good faith where needed.

Revisions are a normal part of the process. Speakers will have as many rounds as necessary to refine their session. Where possible, we aim to watch each 5in20 via Zoom ahead of the event. This allows practical feedback before presenting live.

ON THE DAY

14. Arrival and preparation

Speakers should be onsite for the full event from 10am to 2pm. Exact session times will be confirmed around one week before the event.

You must be ready 10 minutes before your scheduled start time. This means your laptop is connected, slides are loaded and tested, and you are ready to begin.

Microphones will be available. Handheld microphones are standard, with lapel microphones available on request.

Final note

5in20 is designed to raise the standard of the seminar programme, experience for the delegate and speaker by prioritising clarity, pace and substance. We look forward to working with you and bringing your 5in20 session to life.

TO-DO

PRIORITY

- **Send session title (50 characters) blurb (250 characters), speaker name and job title to charlotte.strachan@frameworkmedia.co.uk. The deadline for this is strictly 8 weeks before event date but the sooner we have it, the quicker we can start promoting.**

Next

- Record a short, landscape video promo of your session for use on the website and in promotion
- Send slides for review and approval **at least 4 weeks prior** to the event date
- Book in a rehearsal with one of the team

