

How to Pitch your Company

Ronan Mooney
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WebSummit



Web Summit 2018

70,000+
Attendees

2,000+
Startups

200+
Partners

170+
Countries

1,200+
Speakers

18,500+
CEOs

2,600+
Journalists

Job Level

CEO/founder - 26%
C-Level - 31%
VP - 9%
Manager - 16%
Executive - 18%

Industry

Enterprise software - 25%
Marketing tech - 10%
Financial services - 13%
Consumer goods - 8%
Retail / e-commerce - 6%
Professional services - 5%
IoT / hardware - 5%
Healthcare - 2%
Media - 2%
Nonprofit - 2%

Web Summit Centre Stage; audience capacity: 15,000 seats



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The premier event in tech.

HUFFPOST

“

One of the world's most influential tech events.

sky news

“

Europe's largest technology conference.

USA TODAY

“

The giants of the web assemble.

WSJ

“

Everywhere you go it's buzzing and it's electric.

Bloomberg

“

The biggest conference in the startup space.

TechCrunch



Why people attend?

Come to learn

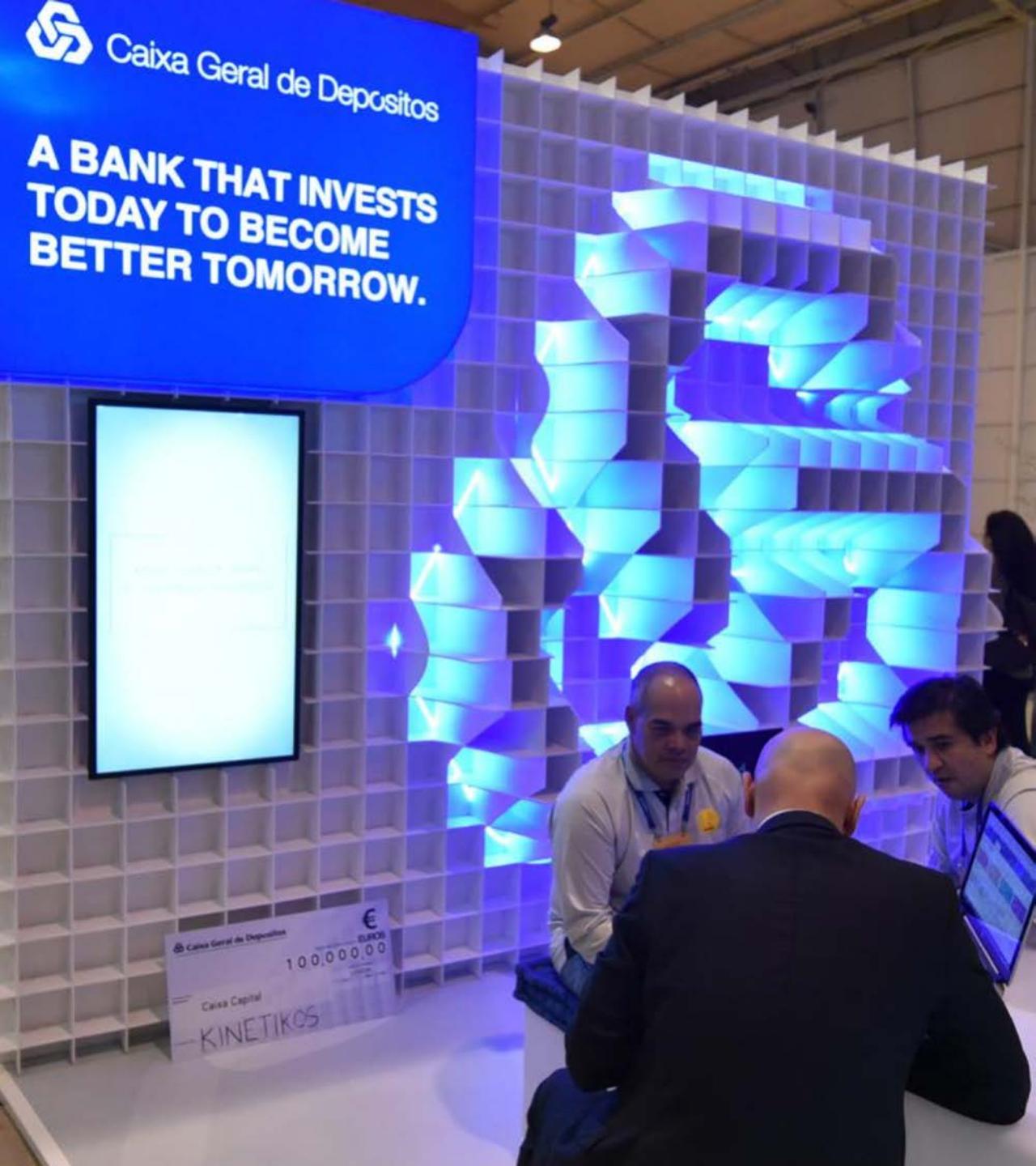
17 standalone conferences focussing on industry tracks from marketing to design, coding to robotics, SaaS to big data and more.

Come to participate

Vertical specific curated roundtables and workshops.

Come to collaborate

Through networking lounges and events, as well as our exclusive Web Summit app which connects all attendees.



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The giants of the web assemble.

- Wall Street Journal



Al Gore
Chairman, Generation
Investment Management



Margrethe Vestager
European Commissioner for
Competition, European
Commission



Steve Huffman
CEO, Reddit



Gillian Tans
President & CEO, Booking.com



Stewart Butterfield
Co-Founder & CEO, Slack



Wladimir Klitschko
CEO & Boxing Legend, Klitschko
Ventures



Rosario Dawson
Actress & Founder, Studio 189



Caitlyn Jenner
Olympian & Advocate of
Transgender Rights



Sara Sampaio
Model, Victoria's Secret



Kara Swisher
Executive Editor, Recode



17 conferences under one roof



The future of autonomous vehicles meets all things IoT

Make sense of our data driven world with top CDOs and analytics firms

Be inspired by designers and creatives from the world's top institutes

Leading CTOs, hackers and engineers on building and scaling the latest tech

Meet experts, innovators and industry leaders in the SaaS sphere.

The world's leading fashion technology brands and icons



Learn from marketing giants, global CMOs and ad-tech startups

Learn about all things AI, robotics and connected hardware

The future of finance with leading banks and fintech companies

Meet the tech leaders and industry giants of tomorrow

The most important planet focussed companies of today setting the agenda of tomorrow



Global artists, labels and icons discuss how tech impacts the music world

Top founders, CEOs and investors on how to grow your own unicorn

Connecting sports stars, brands and tech companies

The world's largest media companies, content creators and platforms

The startups and experts redefining healthcare in the digital age

An invite only gathering of top executives and politicians

Our History

It started with three!



Daire Hickey



Paddy Cosgrave



David Kelly

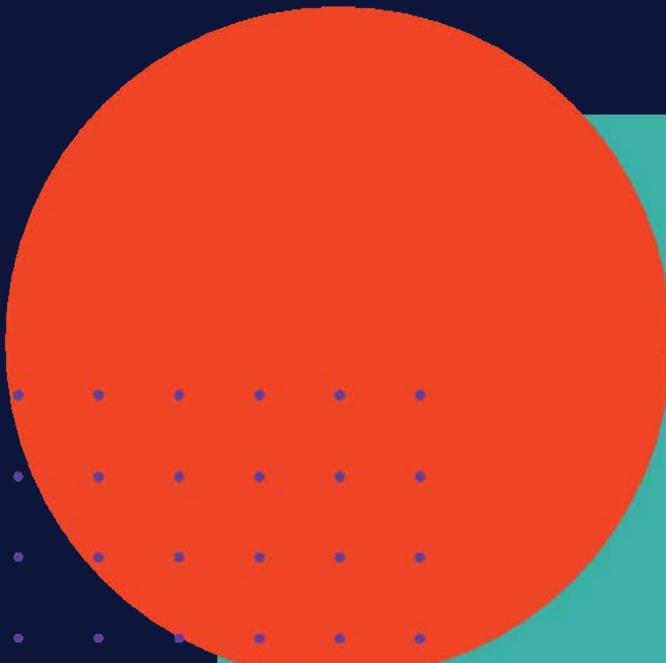
web summit



Our Culture

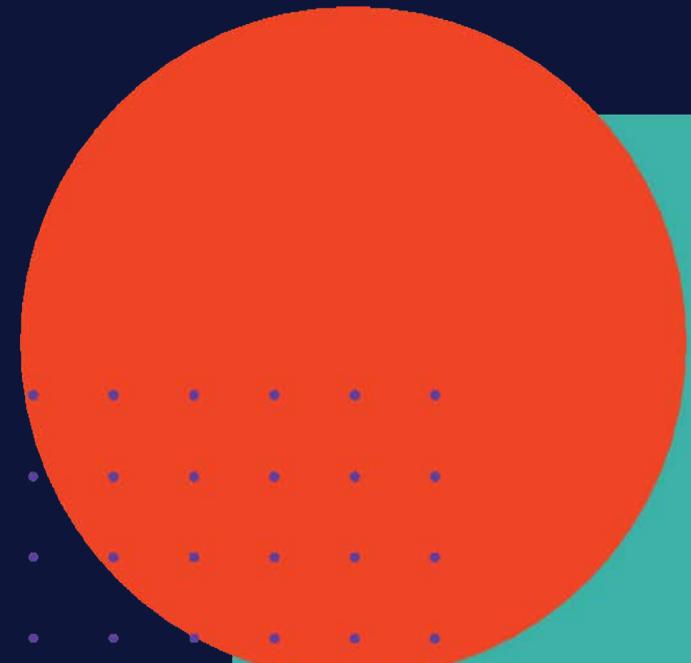


My recruiters - Fit for purpose!



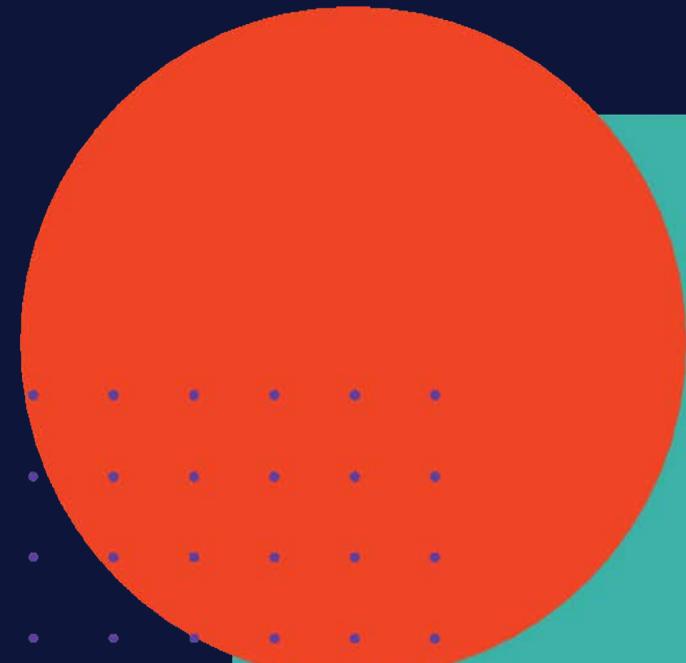
- Each recruiter has their own specialisation
- We all come from a combination of both agency & in-house experience
- They are embedded with their stakeholders

Our challenges



- We have gone from one location in Dublin to four locations globally
- We have doubled in size in 12 months
- Our events have scaled, our evolution has increased, our expectations have grown dramatically
- We do not have an employer brand
- We operate in a candidate-led market with significant competition

Tell your story, don't sell it!



- Talk about your challenges as much as your wins
- Inform your candidates what problems they could solve as part of the role they are interviewing
- Throughout your interview process allow the candidate to interview you
- Don't sell a version of who you are or who you want to be.

Create your pitch!



1. Identify your goal
2. Explain what you do
3. Communicate your USP
4. Engage with a question
5. Put it all together
6. Practice, practice, practice