ENERGY MARKETING CONFERENCES

CHOICE UNDER SIEGE

The Battle to Save Competitive Energy

EMC27 Speaker and Participant Guide

April 6-7, 2027 | Houston, Texas
Hilton Houston Post Oak by the Galleria

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Welcome to Houston

Thank you for bringing your experience and perspective to EMC27. Our theme, **Choice Under Siege: The Battle to Save Competitive Energy**, invites a practical conversation about protecting customer choice and making the value of competitive energy clear.

EMC connects retail suppliers, brokers and advisors with wholesale market participants, technology providers, customer-facing businesses and policy voices. Your session should help this community understand a challenge, examine a useful approach and leave with something it can put to work.

What we ask of every participant

- Bring specific examples, lessons learned and a clear point of view.
- Explain why the issue matters to the people and businesses in the room.
- Use plain language, listen to others and welcome different perspectives.
- Invite audience participation and respect the agreed format and time.
- Protect confidential information and identify the source of outside data.
- Keep educational sessions focused on insight. Fastball is the designated product-pitch format.

Using this guide

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BEFORE THE CONFERENCE

Preparing for your session

Start with the question you want attendees to understand or the decision you want to help them make. Coordinate with EMC and your fellow participants so the session has a clear purpose and a useful flow.

Your preparation checklist

- Confirm your session title, description, role, date, start time, length and room with EMC.
- Provide your preferred name, current title, company, short biography and headshot. Flag any pronunciation guidance.
- Identify three key takeaways and at least one practical example or lesson.
- Join a preparation conversation with your moderator, co-leader, host or fellow speakers where applicable.
- Agree on discussion areas, audience participation and the closing takeaway.
- Tell EMC early about accessibility needs or any proposed visual, audio, video or demonstration.
- Confirm your registration arrangements. Use any complimentary code provided under your invitation or package; do not assume a speaking role completes registration.
- Review your agenda listing and let EMC know about corrections or changes.

Slides and visual materials

Format	Visual guidance
Panel or CEO roundtable	Discussion format. No individual slide decks.
Peer-to-peer breakout	No slides, formal speeches or product demonstrations.
Keynote, executive talk or fireside chat	Use visuals only when approved by EMC for your format.
Fastball	Confirm the approved slide or demo format and technical instructions with EMC.
Training, where confirmed	Agree on teaching materials, exercises and any assessment requirements with EMC.

Deadlines and final instructions

EMC27 submission deadlines are to be confirmed. EMC will provide the dates for speaker information and approved presentation materials, along with delivery instructions and any technical check. Final room assignments and session timings will be confirmed separately.

FOR PANELISTS AND MODERATORS

Panels and roundtables

A strong panel builds on the people in the room. Come ready to explore the topic with your fellow speakers and the audience, using practical examples and informed perspectives.

Panelists

- Prepare concise answers, generally two minutes or less, so there is room for discussion.
- Bring a clear point of view and an example that explains how it works in practice.
- Listen and respond to the conversation. Add a new example or perspective when you agree.
- Speak to the audience as well as the moderator and explain unfamiliar terms.
- Interact with the audience, ask questions
- Welcome thoughtful disagreement. Focus on the issue and the evidence.
- Stay within the session topic and leave company background brief and relevant.

Moderators

- Coordinate at least one preparation conversation before the conference. Ask each speaker where they can contribute most.
- Develop a short question outline and a clear sequence. Share the areas to explore without scripting every response.
- Open with why the topic matters, introduce participants briefly and acknowledge the session sponsor where applicable.
- Balance airtime. Invite quieter participants in and redirect long or promotional answers.
- Ask follow-up questions that draw out examples, tradeoffs and lessons.
- Bring attendees into the discussion throughout the session when it fits naturally. Repeat audience questions into a microphone when needed.
- Keep the session on time and close with a concise takeaway from each participant when possible.

CEO roundtable participants

Use the same conversational approach, with an emphasis on leadership decisions, market conditions and lessons from experience. Offer enough context to make your perspective useful while respecting confidential or sensitive business information.

A useful preparation conversation

Agree on the opening question, the main issues to explore, who can speak to each, how the audience will participate and the closing question. Confirm the total time with EMC and plan within that allocation.

PEER-TO-PEER BREAKOUT LEADERS

Leading a peer discussion

EMC27 peer-to-peer breakouts are **45-minute, discussion-led sessions**. Your role is to provide enough context to get the conversation started, then help attendees exchange experiences and explore practical solutions. The topic and format are developed with EMC.

These sessions use **no slide decks, formal speeches or product demonstrations**. A brief company introduction is enough; give most of the time to the people in the room.

Prepare a focused conversation

- Define one shared challenge and two or three takeaways attendees could leave with.
- Prepare three to five open questions, one short example and a backup prompt.
- Agree on roles with any co-leader and confirm room layout or material requests with EMC.
- Plan a brief close that captures useful ideas, remaining questions and practical next steps.

Prompts that invite participation

What is making this difficult in your organization? What have you tried? Where did the approach work or fall short? What would need to change? What is one practical step someone could take after EMC27?

Keep the room involved

Invite quieter voices without putting anyone on the spot. If one person dominates, thank them and ask who has a different experience. Bring side discussions back to the agreed topic and redirect sales pitches toward the underlying lesson. Summarize ideas without attributing sensitive details to individuals or companies.

FOCUSED IDEAS AND USEFUL CONVERSATIONS

Keynotes and executive sessions

Keynote presentations

Frame an industry issue, leadership experience or market opportunity that connects with the EMC27 theme and audience. Establish a clear idea early and support it with stories, examples or evidence.

- Explain what the issue means for competitive energy and customer choice.
- Connect your message to the decisions attendees face in their own businesses.
- Keep company history brief and use approved visuals only where they help.
- Stay within the time confirmed by EMC and finish with a memorable takeaway.

Executive talks

Executive talks are **20-minute sessions built around one clear idea**. A practical case study, lesson from experience or informed perspective should give attendees something specific to consider or apply.

- Begin with the issue, decision or market change that matters.
- Use real experience or evidence to show why your point matters.
- Explain the implications, tradeoffs and lessons, keeping company background concise.
- Agree with EMC whether any audience questions fit within the 20-minute allocation.
- Rehearse to time and close with clear conclusions.

Fireside and executive conversations

A fireside chat uses the **20-minute executive session** for a prepared, conversational exchange. The host and guest should agree on the central topic, two or three areas to explore, any sensitive boundaries, audience participation and the closing question.

Keep introductions brief and answers natural. Ask follow-up questions that bring out decisions, lessons and practical experience. In a customer conversation, give the customer room to describe their experience in their own words.

Award presenters and stage participants

EMC will provide separate timing and stage instructions for award presentations and other recognition moments. Prepare brief remarks, confirm name pronunciation, and allow time for the recipient and photographs. Follow the agreed introduction and stage cues.

GUIDANCE FOR SPECIALIZED FORMATS

Fastball and training leaders

Fastball pitchers

Fastball gives your company **four minutes on the main stage** to introduce a product or solution. Make the problem and its relevance clear quickly, then show what your approach offers the competitive energy community.

- Explain the problem, who you serve and how your solution helps.
- Describe what makes your approach distinct, using a concrete example where possible.
- Keep technical detail at a level the broader EMC audience can follow.
- Rehearse to four minutes, including any approved visuals or demonstration.
- Agree on technical needs in advance and prepare a simple verbal explanation if a demonstration cannot run.
- Close with one clear takeaway and an appropriate way to continue the conversation.

Standard	Premium with video
Four-minute main-stage pitch, company and presenter recognition in the Fastball agenda and app, company branding during the pitch, and pre-conference participant promotion.	All Standard inclusions, plus professional recording, six months of video replay on the EMC website, enhanced social media and newsletter promotion, and inclusion in the Fastball highlight reel and pitch archive.

Neither Fastball level includes conference registration. Complete registration separately unless it is included in another confirmed package. Premium recording and replay benefits apply to the Premium package; confirm your selected level with EMC.

Training leaders where a session is confirmed

Training requires its own teaching plan. Coordinate with EMC on the intended audience, session length, learning objectives, exercises, participant materials and any assessment or credential requirements.

- Tell participants what they should be able to understand or do by the end.
- Build in practice, questions and time to check understanding.
- Confirm any prerequisites, equipment, software access or handouts before the session.
- Use only the training access and credential language confirmed by EMC.

The final training brief will govern the schedule and delivery requirements for each confirmed program.

ARRIVAL | PROMOTION | SUPPORT

Onsite and beyond

Onsite expectations

- Check in at registration and collect your conference badge.
- Locate your room or stage and meet your moderator, session leader or EMC contact.
- Be in the session area at least 15 minutes before your start time, unless EMC gives you different instructions.
- Follow the onsite microphone, audiovisual and stage guidance. Attend any technical check arranged for your session.
- Silence your phone and help the program stay on schedule.
- Contact EMC promptly if travel delays or other changes could affect your participation.

Microphones and room setups may vary by format. Confirm your final session time and room through EMC's agenda and participant instructions. Onsite event times will be listed in Houston local time.

Photography and recording

EMC may photograph, record or promote sessions and participant appearances through its event, marketing and communications channels. Raise any permissions or content restrictions with EMC in advance. Recording and replay availability depend on the session and agreed package.

Promoting your participation

Share your topic and why it matters, tag Energy Marketing Conferences and use **#EMC27**. Invite colleagues, clients and industry contacts who would benefit from the discussion. Use EMC-supplied graphics and preserve the event logo and theme artwork.

Copy you can adapt: I'm joining EMC27 in Houston on April 6-7 to [speak on / moderate / lead a discussion about] [topic]. We'll explore [practical question or takeaway]. I hope you'll join us. #EMC27

Event information and registration: **EMCHouston2027.eventbrite.com**

After the conference, consider sharing one useful takeaway and continuing the conversation with people you met.

Questions and support

For speaker questions, session coordination, moderator preparation or onsite support:
Tammy Murphy | tammy@energymarketingconferences.com
Marlene Rosenberry | marlene@energymarketingconferences.com

Thank you for helping make EMC27 a practical, candid and welcoming exchange. We look forward to seeing you in Houston.