



# Speaker Guide

For questions about the speaker application process,  
please contact [groundbreak@procore.com](mailto:groundbreak@procore.com)

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**“I’m so glad I was given the opportunity to speak at Groundbreak 2020. I was apprehensive at first knowing the event would be virtual, but the Procore team was amazing every step of the way to make sure our session was successful.”**

**BRYCE TACHE**  
SENIOR DIRECTOR, DIVERSITY & INCLUSION  
RYAN COMPANIES US, INC.

# Important Dates

Please note the following dates for Groundbreak 2021\*:

<b>JANUARY 21, 2021</b>	Call for Speakers opens
<b>MARCH 30, 2021</b>	Call for Speakers closes
<b>APRIL to JUNE 2021</b>	Speaker selections
<b>JUNE 2021</b>	All speakers and session topics confirmed
<b>JULY 2021</b>	Groundbreak 2021 agenda released publicly on <a href="https://procore.com/groundbreak">procore.com/groundbreak</a>
<b>OCTOBER 2021</b>	Groundbreak 2021 goes live

\* Due to the state of the world with COVID-19, the event format for Groundbreak 2021 has not yet been determined. It is possible that we could be in person for Groundbreak 2021, but more likely that this will be a virtual event. All dates listed above are subject to change per any major event updates.



# Selection Process

Once the Call for Speakers application submission period closes on March 30, 2021, the Content Committee for Groundbreak 2021 will review all speaker applications and notify all applicants via email of the status of their application by June 30, 2021.

If further information is needed from the speaker regarding their application, the Content Committee will reach out via the email address that was submitted in the application form.

**“The reach was so much broader by having a virtual session; we had two to three times more people attend than if it would have been in person. I loved getting questions on the chat during the session and more people were able to participate. The virtual event far exceeded my expectations!”**

**KATIE COULSON  
VICE PRESIDENT, ACCOUNT MANAGER  
SKANSKA USA BUILDING INC.**

# Speaker Profile & Benefits

## SPEAKER PROFILE

We're looking for passionate, experienced, and knowledgeable speakers who have something unique to share with one of the biggest audiences in construction technology. We want to hear about your accomplishments, your failures, and your learnings throughout it all.

If selected as a Groundbreak speaker, you'll be expected to meet our speaker requirements including:

- + The timely submission of session materials such as presentation decks and handouts. Our team will provide you with a Groundbreak branded presentation template.
- + Attend at least 1 speaker training session conducted by our team.
- + Availability on the day of your Groundbreak session to manage attendee engagement (ie. Q&A) for your session.

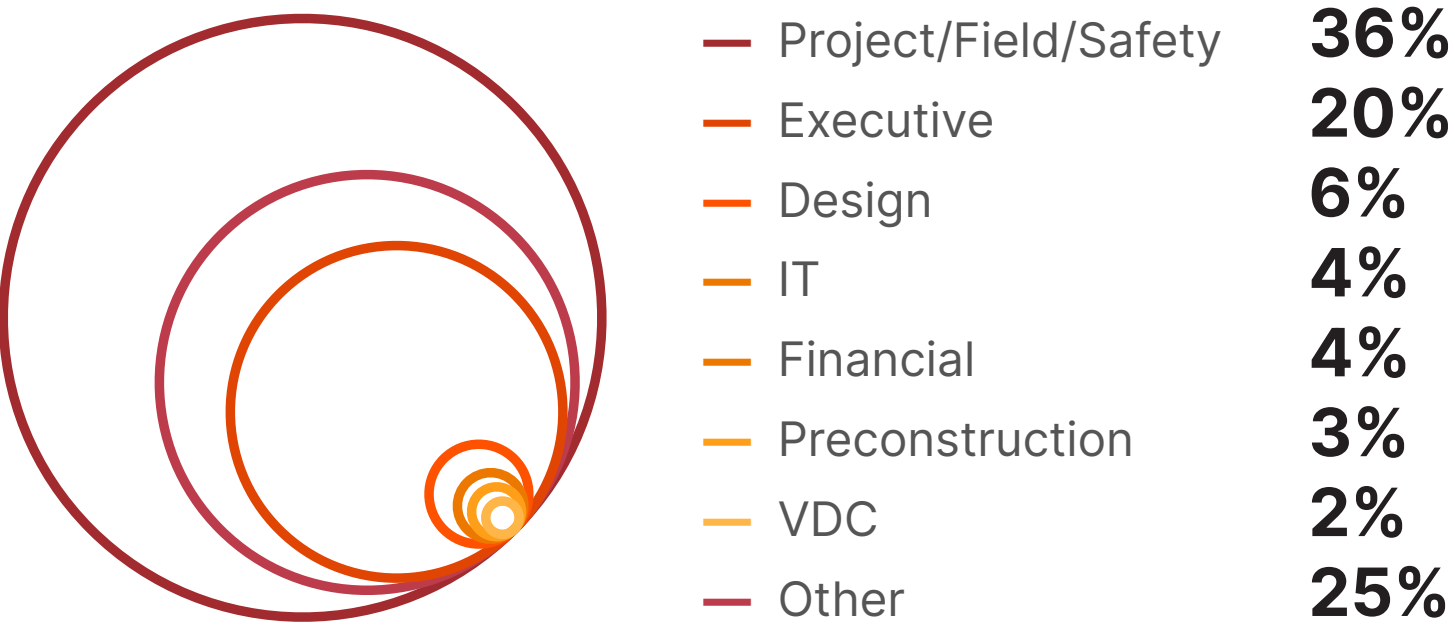
## SPEAKER BENEFITS

- + Complimentary registration for Groundbreak 2021
- + Speaker acknowledgement on Groundbreak 2021 conference website
- + Exposure to thousands of industry professionals at a leading industry conference
- + Access to speaker readiness training
- + Speaker perks and rewards for attendee engagement in sessions:
  - Best-rated session speakers to receive prizes
  - Most-attended session speakers to receive prizes

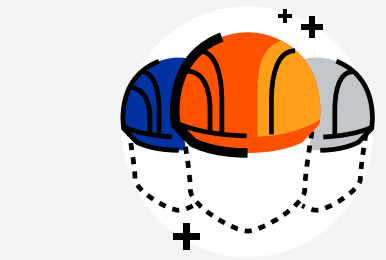
# Groundbreak Audience Profile

Data collected from our 2020 Virtual Groundbreak Conference

## Registration by Persona



## Attendees by Company Size



## Top 10 Job Titles

- VP
- President/Principal
- Director of Operations
- Controller
- COO
- Project Manager
- Project Engineer
- IT/Innovation
- Construction Tech Analyst
- Admin

**6,563** Attendees

**78** Countries Represented

**6** Keynote Sessions

**45** Breakout Sessions

**45** Sponsor Exhibits

**92%** Would recommend to a colleague or friend

**95%** Attendee satisfaction

# Session Information

Session Format	Solo, Co-speaking, or Panel style (up to 3 individuals)
Session Duration	Must be 30 minutes
Session Audience Level	Beginner, Intermediate, Advanced, or All Audience Types

We recommend reviewing these resources to assist with your session proposal:

- + Groundbreak 2020 Agenda:  
<https://www.procore.com/groundbreak/agenda>
- + Watch Groundbreak 2020 sessions:  
<https://www.youtube.com/c/ProcoreTechnologiesOfficialYouTubeChannel>

# What We're Looking For

Session proposals that address one of these topics stand the best chance of acceptance:

- + Company Development
- + Office to Field
- + Inclusion & Diversity
- + Industry Trends
- + Next Level Technology
- + Professional Development

**“Groundbreak was a positive experience from start to finish. Last year’s events were upended by the pandemic and we all had to get used to a different way of presenting our content. The team at Procore were helpful and made it easy to record and deliver a quality session. I’m hoping to be back again for Groundbreak 2021.”**

**PAM WALASKI  
SENIOR PROGRAM DIRECTOR  
SPECIALTY TECHNICAL CONSULTANTS, INC.**



# Submission Walkthrough

- 1 Complete the speaker application by accessing [procore.com/groundbreak](https://procore.com/groundbreak) under 'Call for Speakers.'
- 2 Click on the 'Apply To Speak' button.
- 3 Once the 'Apply To Speak' button is selected, you'll be directed to the application page. Please complete all fields listed on the application.
- 4 Once your application has been submitted, you will receive a pop up confirmation notification on the application form window.
- 5 You will be notified of your application status via email in June 2021.

If you need assistance with the application process, please contact [groundbreak@procore.com](mailto:groundbreak@procore.com)

