

TACTICALTIPS FOR SUBMITTERS
CALL FOR PRESENTATIONS/SPEAKERS

1. Your proposal is evaluated in relation to the published selection criteria (see overview). Evaluators read speaker bios, statements of interest, topic expansions and speaker references for Call for Speakers and session titles, descriptions, and learning objectives for Call for Presentations to gauge the quality, composition, and usefulness of your proposal. Therefore, be sure to address the requirements of selection criteria when writing your proposal.
2. Use concise and thoughtful writing. The quality of your writing, as well as grammar, spelling and punctuation all make an impression on the reviewer.
3. Presentations should be geared toward an advanced professional audience. Spend less time on overviews and more time on drill down and technical information.
4. Presentations can be made more valuable when designed with a panel that includes multiple voices or varying points of view. Panels that engage speakers from companies of varying sizes (S,M, L) are encouraged.
5. Please limit the number of co-presenters to no more than three per session.
6. Avoid sounding like a commercial for your product, and instead share your knowledge as an industry expert. If your company conducts research, share that information in your presentation. Sessions must be exempt from product-specific proprietary information and the naming of specific products.