

vmworld® 2015



vmworld® US
AUGUST 30 - SEPTEMBER 3, 2015
SAN FRANCISCO

vmworld® EUROPE
OCTOBER 12-15, 2015
BARCELONA

Abstract Submission Guidelines VMworld 2015 Call for Papers

The VMworld 2015 Content Team is seeking the latest in compelling content from customers, partners, industry Analysts and VMware Employees.

Basic Submission Requirements

- The Call for Papers process for VMworld 2015 opens on March 24, 2015 and closes on April 28, 2015. Abstracts received after April 28 will not be considered for inclusion in the 2015 program.
- All abstracts must be written in English.
- Abstracts can only be submitted online via the Call for Papers submission system on our website; submissions by fax, post or email will not be considered.
- Abstracts should be no more than 300 words and should include a high level overview of what you hope to accomplish in the session.
- When using abbreviations or acronyms, always spell out the full name or title the first time when referencing, and put the abbreviation or acronym in parenthesis next to it. Thereafter, you can begin using the abbreviation or acronym by itself. Do not assume your audience knows what an abbreviation or acronym stands for. Example: Software-Defined Data Center (SDDC)
- Avoid ALL CAPS (unless the official spelling denotes the use of all caps), exclamation points, and other casual/personal styles of writing in the title or abstract content.
- Have someone outside of your field of work proofread your title and abstract before submission. While that person may not understand all of the technical terms or references, he or she can help catch grammatical errors and determine if you are communicating the goals of your session effectively. In addition, if English is not your native language we recommend that you have your abstract reviewed by a native speaker before submission for translation clarity.
- **Once submitted, you will not be able to modify your proposal, so please review your abstracts carefully.**

Tips for Creating Effective Titles for Submission

- Do not use abbreviations or acronyms under any circumstances in the titles of your submissions.
- Do not use competitor or other company names in your submission titles. If you are highlighting other companies within your session, you can adopt these names within the session description.
- Start with the benefit: Ex: Shorten Adoption Time by Using VMware's XXX.
- Use clear and concise language that attendees will immediately understand. The agenda will eventually host hundreds of sessions and attendees need to easily identify sessions of interest.
- **Straight forward language like "Introduction to", "Deep Dive" and "Case Study" are popular examples because they quickly tell the attendee important information about the session.**

Tips for Writing Winning Abstracts

- Avoid beginning your session description with the phrase, "In this session we will..." or "In this session you will learn..." It does not add value and becomes tedious on an agenda of several hundred sessions. Instead, try a rhetorical question, or an interesting industry data point to start your session abstract.
- Ensure that what you submit will be what you present. ***Nothing upsets attendees more than signing up for a session that is not as advertised.***
- Your abstract should generate enthusiasm- make sure your content is relevant, but also generates excitement. What invaluable information will be shared during the session?
- Thoughtfully leverage the tags in the system for topics, level, and roles. Who is the target audience? What products or topics does this session cover outside of the track name? What roles would specifically benefit from this session? Do not check every check box unless your session is applicable to all.
- Take the time to create well-written titles, abstracts, outlines, and the key takeaways for your submission. A thoughtful proposal has a better chance of being selected and if accepted, will be seen by thousands of attendees once published in the course catalog.
- Be sure that your proposal doesn't sound like a sales pitch, but rather an exciting opportunity for attendees to learn something new. Breakout sessions are intended to be educational in nature and are the number one reason attendees come to VMworld.

Typical Reasons for Abstract Rejection

- The abstract is poorly written—ideas are not clear, goals are not established, grammatical errors, etc.
- The content is not relevant to the indicated audience.
- The session value is not clearly identified.
- **The session topic is not unique or overlaps with another more appropriate abstract.**

Speaker Information

- **Speakers** – Sessions will be selected based on the content as well as the proposed speaker(s). Speakers should have extensive experience presenting at conferences of a similar nature. If a speaker has presented at VMworld in the past, we will look at speaker scores and session popularity and take them into consideration during selection.
- **Quality over Quantity** – Take time to review your proposal before submission. Submitting multiple session proposals will not increase your chances of having a session selected for VMworld 2015.

Submission Confirmation

After submitting your proposal, a confirmation email will be sent to the author indicated within the submission profile. Please ensure that emails from speakersupport@vmware-events.com are not considered spam by your e-mail provider.

Abstract Review

All submitted abstracts go through a comprehensive review process. The abstracts are reviewed by a committee of subject-matter experts including VMware Employees, VMware Partners and VMware Customers. Lastly, we open up the session abstracts to public voting. We encourage all VMworld attendees past and present to participate in this valuable voting exercise as it truly helps us drive the highest quality agenda possible. For more information on how to vote on sessions, go to www.vmworld.com.

Abstract Selection and Next Steps

You will be notified no later than June 12 if your proposal has been accepted. Notifications will also detail which program you have been accepted for: San Francisco, Barcelona, or both. If selected, the Speaker Resource Center also opens on June 12 for the US (July 14 for Barcelona) and is chock full of information to help guide presenters, new and old, through the detailed timeline and deliverables required of VMworld speakers. You will also be put on a distribution list for a weekly speaker newsletter to keep you up to date on all things VMworld.

VMworld 2015 Call for Papers – FAQ

Q: Who can submit a session proposal for VMworld 2015?

A: VMworld Call for Papers is open to the public. The VMworld Sponsorship Program will include session opportunities as a benefit for some sponsorship levels.

Q: When is the last day to submit a paper for consideration?

A: Call for Papers deadline is Tuesday April 28, 2015. No extensions.

Q: Can I edit/update my submission before the Content Committee reviews it?

A: You can "Save and Quit" at any time during the submission process and your submission will be saved as "Draft". Please note: once you mark your submission "Finished", the edit function goes away. Draft submissions will not be considered, so be sure to finalize your proposal prior to April 28.

Q: What are the different session types?

A: We are offering four (4) session types this year.

- **Breakout Session – 60 minutes**

The majority of the VMworld agenda is made up of content-rich breakout sessions. These one-hour presentations are presented by one to two experts from VMware, a VMware partner, or a VMware customer. While the majority of these sessions are PowerPoint-based, many presenters may augment their presentation with video or live demonstration. Most breakout sessions are 45 minutes of presentation and 15 minutes of Q&A.

- **Group Discussion – 60 minutes**

Group Discussions are informative and interactive roundtable discussions (no audio-visual support) intended to bring together like-minded colleagues in similar industries or roles to discuss common challenges and best practices. These sessions are typically led by a VMware expert moderator and capped at 40 attendees.

- **Panel Session – 60 minutes**

Panel Sessions are hosted by one moderator and up to four speakers. These one-hour presentations have three-four panelists who are knowledgeable on the same subject but with different emphasis or experience. These sessions typically have some PowerPoint-based presentation with a significant portion of the session dedicated to Q&A and audience engagement.

- **Quick Talk – 30 minutes (NEW!)**

Quick Talks are abridged breakouts focused on non-technical topics. More consumable, the Quick Talk will take the traditional business topic and whittle it down to essential messages, information and clarity in a targeted half-hour. These presentations do not have Q&A, but can be scheduled in tandem with Group Discussions and/or Meet the Experts appointments.

Q: How many speakers are allowed for sessions?

A: Two (2) speakers for Breakout Sessions and one (1) moderator and up to four (4) panelists for Panel Sessions.

Q: What information should I include in the Key Takeaways section?

A: Key Takeaways are the key concepts / top messages you want your audience to walk away with.

- An understanding of the software-defined data center and the role services plays in the new era of IT (VMware's differentiation).
- Clarity on the action they need to take to run a profitable business (Profitability).
- Knowledge on the adjacencies and their competitive differentiation (Education).

Q: What is the audience level we should consider when submitting a proposal?

A: We ask that you mark your submission according to the audience level it applies to. VMworld 2015 will offer content that applies to the following audiences:

- Business Solution: General product overviews and updates for business best practices
- Technical: Attendee has solid knowledge of the technical topic.
- Advanced Technical: Attendee has extensive experience with the topic including integration and implementation knowledge.

Q: When will I find out if my paper has been accepted?

A: Notifications will go out no later than June 12 for US and Europe.

Q: If accepted, when are presentations due?

A: Draft presentations will be due July 14 and Final presentations are due August 5 for the US and September 22 for Europe.

Q: When and where is VMworld 2015?

A: **VMworld 2015 US** takes place on August 30 - September 3 at the Moscone Center in San Francisco, California.
VMworld 2015 Europe takes place on October 12-15 at the Fira Barcelona Gran Via in Barcelona, Spain.

Q: Whom should I contact if I am having trouble logging into the CFP or have additional questions about my submission?

A: You can send an email to the VMworld Speaker Services inbox at SpeakerSupport@vmware-events.com.