RED HAT SUMMIT & DEVNATION

2016 CALL FOR PROPOSALS
SUBMISSION GUIDE

ARRIE BROWN

Event content lead | Red Hat

abrown@redhat.com

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IMPORTANT DATES

MARK YOUR CALENDAR

November 13, 2015: Call for proposals opens

January 11, 2016: Last day to submit a proposal

February 25, 2016: Proposal decisions sent

April 6, 2016: Agendas published on redhat.com/summit and devnation.org

June 27 – July 1, 2016: DevNation and Red Hat Summit in San Francisco

ALL DATES ARE SUBJECT TO CHANGE. VISIT REDHAT.COM/SUMMIT OR DEVNATION.ORG FOR UPDATES.

SPEAKER RESPONSIBILITIES

KNOW WHAT YOU'RE GETTING INTO

By submitting a proposal, you agree to (if accepted):

- Be available to give the proposed talk during the week of June 27 - July 1, 2016. (This includes authorization for travel, etc.)
- Communicate with event staff about your session in a timely manner.
- Upload a PDF copy of your presentation before the conference begins, so that we may make the slides available to attendees after the event.

SELECTION PROCESS

THIS IS HOW THE AGENDA COMES TOGETHER

- In the 2 weeks after the call for proposals closes, subject-matter experts from throughout Red Hat review and give a numerical vote (1-5) to each submitted abstract.
  - This process includes members of customer, partner, sales, product engineering, marketing, and regional teams.
  - Voters will be considering the originality of the abstract, the experience or expertise of the proposed speaker, and the relevance to event attendees and current technology trends.
- Once votes are in, in-person committees review the highest-rated sessions and discuss their viability for a place on the agenda.
  - Everyone is friendly, and no one argues.
  - There will be a brief period when speakers may be asked to make adjustments to their abstracts in order to be accepted; a committee member closest to the subject will contact them.
- Final accept and decline decisions will be made and emailed to all submitters.

SESSION TYPES

SLIDE PRESENTATION

Participants: 1 lead presenter, up to 2 co-presenters

A 50-minute stage presentation with slides, videos, and/or demonstrations. Limit to a specific topic, which can range from high-level to customer or partner stories to detailed business or technical. Plan to leave 10 minutes at end for audience Q&A. The lead presenter should be the expert on the topic, with up to 2 co-presenters to support or add their unique experiences or insights.

PANEL

Participants: 1 moderator, up to 5 panelists

A moderated 50-minute discussion between up to 5 persons with shared experience or expertise. The moderator, generally a Red Hat expert or industry analyst, has communicated the topic with the panelists beforehand, and all should have a general idea of the conversation's direction. Panelists are customers, partners, project participants, or the like, each with a unique voice on the topic. Slides should be limited to one deck, and should only include introductions of the participants and illustrations of specific ideas discussed. Plan to leave 10 minutes for audience Q&A.

SESSION TYPES

BIRDS-OF-A-FEATHER

Participants: Up to 2 moderators with audience participation

An informal, 60-minute conversation with audience members that doesn't typically have an outline or prescribed direction. Audience members will ultimately decide the direction of this session. Up to 2 moderators will introduce themselves and offer a few talking points on the topic, then act as guides to ensure the conversation stays on topic. Slides should be limited to introductions of the moderators and possibly talking points if the conversation comes to a lull. BoFs are generally held in the late afternoon or evening, with food and beverages being served.

LAB

Participants: 2 lead presenters, up to 2 co-presenters

A 2-hour hands-on learning experience on a very specific, technical topic. Attendees will learn how to do something with the help of up to 2 lead presenters and 2 co-presenters. Lead presenters should be the experts on the topic, with support of the co-presenters. Red Hat Summit lab audience size is limited to the number of seats (with hardware provided) available, and pre-registration is required. Slides are recommended for step-by-step instructions or to illustrate ideas.

PARTICIPANT TYPES

OWNER (1 PER SESSION)

The owner is usually the person that submitted the proposal. Only the owner can make changes to the submission.

PRESENTER (1 PER SLIDE PRESENTATION, 2 PER LAB)

The lead presenter is the primary expert on the session's subject, and this person will do most of the talking.

CO-PRESENTER (UP TO 2 PER SLIDE PRESENTATION OR LAB)

Co-presenters support the presenter and add their own unique experiences or ideas to the session.

MODERATOR (1 PER PANEL, 2 PER BOF)

Moderators of panels and birds-of-a-feather sessions have slightly different roles.

- Panel moderators lead a conversation among panelists, with whom they have have discussed the session beforehand.
- BoF moderators lead the discussion with the audience, and their main goal is to keep the conversation to the topic.

PANELIST (UP TO 5 PER PANEL)

Panelists are customers, partners, project participants, or the like, each with a unique voice on the topic.

ABSTRACT WRITING TIPS

TRY TO ANSWER THESE QUESTIONS:

Why is this topic important?

Give some context to your subject matter. Start with 1-2 sentences about the state of the market, IT trends, or recent announcements that make your topic relevant.

What makes your presentation special?

Do you have an exciting implementation story, a live demo, or new ways to use a tool? Why should we choose your abstract over others on your topic?

What will the attendee leave with?

Tell the attendee what they'll do or learn in the session. List 3-4 takeaways, for example:

- You will learn:
- In this session, we will discuss:
- After this session, you will understand:
- You'll gain hands-on experience with:

ABSTRACT WRITING TIPS

Speak to the potential attendee

Write as if you're describing your session to someone who's already sitting in your audience. E.g. "We will talk about ways to speed up development times."

Keep it concise

Ideal title length: ≤60 characters

Ideal abstract length: 100-150 words

Know your audience...

...and make sure they know what to expect. If your abstract promises a high-level customer story, but you spend 45 minutes knee-deep in code, your audience will be frustrated, and the audience you should have had will be in another room.

Include a TL;DR

Write a 1-sentence version of your abstract for the mobile version of the agenda.

Don't worry. We'll help.

If your proposal is accepted, our editors will help you get the abstract into shape before the event.

PROPOSAL PREPARATION

KNOW WHAT TO EXPECT

- The submission proposal form will ask for details about your session. This information helps attendees find the sessions that most appeal to them based on topics, benefits, or products.
- The next few pages will give more information on proposal forms specific to Red Hat Summit and DevNation.

RED HAT SUMMIT DETAILS

PRIMARY THEME

At the highest level, what is your session about?

- Application development
- Containers
- Hybrid IT infrastructure
- Mobile
- Big data
- DevOps
- Internet of Things
- Other

PRIMARY SOLUTION

What technology features most prominently in your session?

- Cloud computing
- Middleware
- Storage
- Linux platforms
- Mobile
- Virtualization
- Other

PRIMARY PRODUCT(S)

Choose from a list of Red Hat products, as well as an option for community projects. Choose up to 3.

SERVICE(S)

If your session incorporates Red Hat training, certification, support, or consulting, say so here.

DEVNATION DETAILS

PRIMARY THEME

At the highest level, what is your session about?

- Application development
- DevOps
- Mobile
- Programming languages
- Success stories
- UI/UX

- Containers
- Internet of Things
- PaaS
- Security
- Tools

TECHNICAL DIFFICULTY

EXAMPLES FROM LAST YEAR

Note: DevNation sessions should have technical difficulty levels of 3 and above. All levels are appropriate for Red Hat Summit.

- **1 (least technical):** High-level overviews, roadmaps, customer or partner stories.
  - Example: Introducing the public cloud in your hybrid cloud strategy
- **2 (somewhat technical)**
  - Example: Accelerate DevOps with OpenShift Platform-as-a-Service (PaaS)
- **3 (moderately technical):** Demos, implementations, architectures.
  - Example: Continuous integration & continuous delivery via containers
- **4 (highly technical)**
  - Example: SAP integration with Red Hat JBoss Fuse
- **5 (most technical):** Performance tuning, best practices, deep dives.
  - Example: Ceph block devices: A deep dive

CFP WALKTHROUGH

WHAT TO EXPECT WHEN YOU'RE SUBMITTING

The rest of this guide will walk you through the account registration and submission in the call for proposals (CFP) process:

1. Register a new account
2. Start a submission
3. Tell us about your session
4. Add participants
5. Review and submit
6. Check status (and/or submit again)
7. Look forward to February

CFP WALKTHROUGH

Step 1: Register a new account
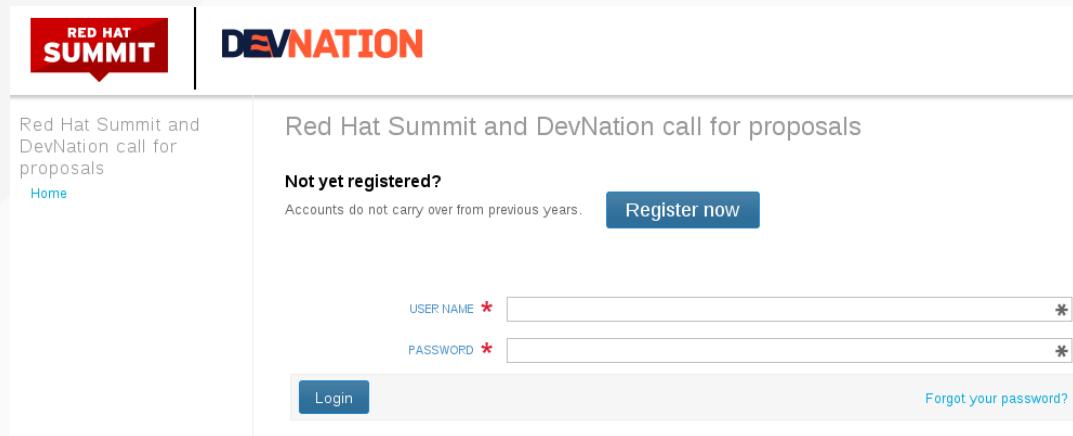
TIPS

- Registration links are at redhat.com/summit and devnation.org.
- If someone has added you as a co-presenter on a session, you already have an account. Use the forgotten password tool to access your account.

- Red Hat employees, use your official Red Hat email address to avoid account duplication.
- Speaker accounts do not roll over from previous years—even if you presented or submitted last year, create a new account.
- **For a great bio**: Briefly describe your experience, current role, professional interests, and relevant publications. We don't need to know your favorite sports team or dogs' names at this point (but maybe later, over drinks?).

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CFP WALKTHROUGH

Step 2: Start a submission
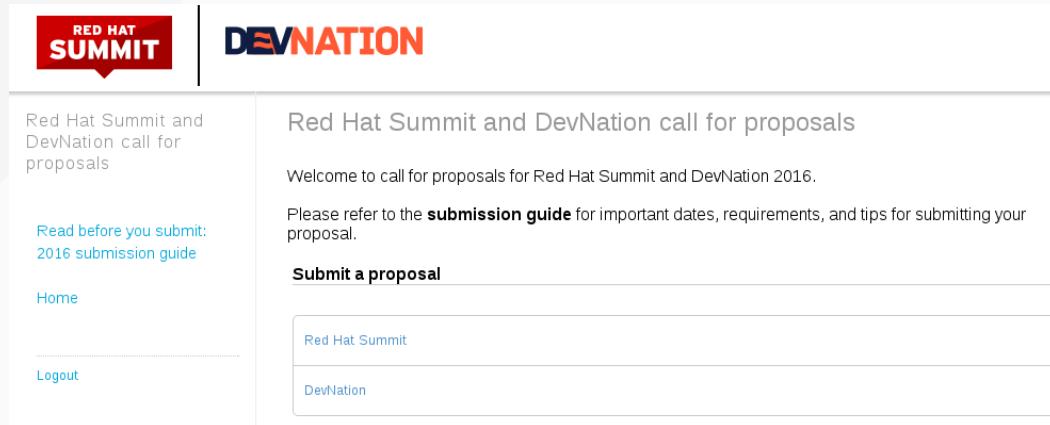
TIPS

- You may only see 1 option to submit. If you want to submit to the other event, visit that website for the link.
- You may submit as many proposals as you like.
- Want to be considered for both events? Submit to the one most appropriate, and we'll decide where it's a better fit.

CFP WALKTHROUGH

Step 3: Tell us about your session

TIPS

- The forms for Summit and DevNation are similar, but ask for different details.
- If your session fits multiple topics, themes, or audiences, choose the one most relevant.

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CFP WALKTHROUGH

Step 4: Add participants

Part 1

Part 2

TIPS

- The session owner (the person submitting) is **not** a speaker by default. If you're the presenter, you must add yourself.
  - "Prefill with my info" in the second part was made just for you.
- Enter a secondary email if you know it, to avoid duplication of accounts.
- When entering Red Hat employees, use their "official" email address (ask if you don't know it).

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CFP WALKTHROUGH

Step 5: Review and submit

TIPS

- You won't be able to finish the submission if you haven't added a participant.
- A confirmation email will be sent automatically.

CFP WALKTHROUGH

Step 6: Check status (and/or submit again)

TIPS

- Check the home page to see your current submissions.
- Submission statuses:
  - **Complete**: You're all done. We'll let you know in February.
  - **Incomplete**: You haven't given us all the details. We don't receive incomplete submissions.

- Acceptance statuses:
  - **New:** The submission has been started and can still be edited.
  - **Pending:** We're currently reading and discussing your proposal.
  - **Accepted:** You're in! You'll get an email from us with more info.
  - **Declined:** This session didn't fit our agenda this year.

CFP WALKTHROUGH

Step 7: Look forward to February

WHAT TO DO NOW:

- You'll hear whether we've accepted or declined your proposal in February.
- Any questions about the proposal process? Email Arrie Brown at abrown@redhat.com. She'll be happy to help.

THANKS, AND GOOD LUCK!