

Be Prepared to Answer These Questions

This document was created to help you prepare for your session proposal. The questions you will see below are questions you will be asked to answer in the Call for Speakers form.

Session Title

- **80-character limit, including spaces**
- Best practices:
 - Keep it short, interesting, and easy to read.
 - Include any products and customers featured.
 - A good formula to use is TOPIC + MOTIVATION.

Session Abstract

- **1,200-character limit, including spaces**
- The abstract should be a high-level summary of what attendees can expect to be covered. This is the description that will be published in the conference agenda, so you need to persuade the reader to be interested and to come to attend your session.
- Tell the story from a “what business challenge we faced” and “how we went about solving it” perspective. Why was the action necessary? How did you approach the problem? And what was the result of your process change/work/solution to the business? And don’t forget to put yourself in the mindset of an audience member! What would you want to hear about?
- Three key business benefits: Please include three business benefits that your organization achieved.
- Best practices:
 - A good formula to use is PROBLEM STATEMENT + APPROACH + RESULTS + CONCLUSIONS.
 - Highlight topics, products, and/or customers not included in the title.
 - It’s important to include a quick snippet about your company—emphasis on quick. Although you know everything about your company, the audience may not be as familiar.

Expanded Abstract Details

- The expanded session details section is for any additional information that could help our Content Committee while considering your submission. This section will not be published with the session abstract. There is an unlimited character count for this section.
- Best practices:
 - Go into more detail.
 - Provide a short agenda overview.
 - Include any pertinent information not included in the abstract above.

Session Format (preferred format)

- Presentation (40-45 minutes)
- Discussion/roundtable (40-45 minutes)
- Workshop/hands-on session (80-90 minutes)
- Panel (Willing to combine my session with others as part of a panel)

Speaker Resources



Consider this session for other opportunities: (Select all that apply)

- Events close to my area
- Events outside my local area (willing to travel)
- Blog or article contributions
- Webcasts
- Interviews with press/media/analyst

Speaker Information: (Up to two speakers per session)

The lead SAP customer speaker is eligible for entitlements up to (per Terms and Conditions outlined on the Call for Speakers webpage):

- One complimentary round-trip economy flight
- Two hotel nights at the conference venue
- Conference registration

Information needed for all speakers:

- First name
- Last name
- Job title
- Company
- Phone number
- Email
- Bio (sample below)
- Headshot (guidelines below)
- Relationship to SAP:
 - SAP customer
 - SAP partner
 - SAP employee
- Role on this session:
 - Lead speaker
 - Supporting speaker

Sample Abstract

Guidelines:

A great abstract follows this formula:

topic/title/motivation + problem statement + approach + results & conclusions = conference abstract

Speaker

John Smith
CTO of Company X

Title Ideas

Company X's 16-Week Journey to a Frictionless Shopping Experience

OR

How Company X Reinvented its Shopping Experience in 16 Weeks

Abstract

Company X, an American lifestyle clothing and accessory label, recognized that **success in today's digital world requires the delivery of a frictionless shopping experience on every channel. To create a positive one-on-one experience for customers, the organization had to migrate a complex multichannel environment to an integrated omnichannel environment.**

You will learn the steps John took to reinvent the Company X customer experience while implementing SAP S/4HANA Retail in just 16 weeks. Hear how John led this project by resisting the natural temptation to customize or overly configure business processes, by embracing a fit-to-standard process, and by rallying support throughout the organization.

He will walk you through how Company X now delivers an integrated customer experience by empowering the organization to provide the right product, in the right place, at the right time through inventory transparency, accuracy, and optimization. The foundation that John has built with his team on power of SAP S/4HANA is allowing Company X to focus its creativity on enhancing the customer interface, both online and offline, so it can continue to differentiate its brand.

Sample Bio

John started his career over 30 years ago and has held critical roles with some of the most influential companies in the industry. In his most recent role with a Company Y, he spearheaded the company's Business Transformation Program as the Chief Information Officer. He has also been one of the first to adapt SAP technology, HANA, which allows Company X to enable business in real time by converting transactions and analytics onto one in-memory platform.

John is married and currently lives in Houston. Both his daughter and his son have also graduated with master's in information technology, so it must be in the family DNA. Outside work, John enjoys travel and golf, when time allows. Favorite destination to date: South Island in New Zealand.

Photo Guidelines

As a conference speaker and presenter, we want to promote your session in the best possible way. This is your opportunity to make a powerful impact, so it's vitally important that your image is the highest possible quality. Please ensure the photo you send is as close as possible to the below specifications:

- File size: Photo ideally needs to be 250 KB or above.
- Ideal dimensions: Use anything above 800x800 pixels.
- Landscape orientation is best, with ample space on either side of your face.
- Face the camera head on, and your shoulders should be visible.
- Avoid distracting background elements.
- Your image should be clear and sharp. Not blurry, fuzzy, or pixelated.

Below are some visual guidelines. Any questions? Feel free to contact Lloyd at lloyd.healy@asug.com

Do's and Don'ts!

Send crisp, sharp images. Avoid blurry photos:



Be the key focal point of the photo. Avoid large group shots:



It's your time to shine! Make sure you are front, center and facing forward:

