Call for Speakers: Submission Guidelines

splunk> .conf22

The Splunk .conf22 team searches for the best compelling content from customers, partners and Splunk experts.

Basic Submission Requirements
- The Call for Speakers (CFS) process for .conf22 opens Feb 8, 2022 and closes Feb 28, 2022. Abstracts received after Feb 28 @ 11:59 PM PDT will not be considered.
- All abstracts must be written in English.
- Abstracts can only be submitted online via the Call for Speakers submission portal; fax, post or email submissions will not be considered.
- Abstracts should be no more than 750 characters and should include a high-level overview of what you hope to accomplish in the session.
- Once submitted in the tool, you will be able to make updates to your submission up until Feb 28 @ 11:59 PM PDT, when CFS closes.
- Take time to draft well-written titles, abstracts, and learning objectives for your submission. A thoughtful submission has a better chance of being selected and, if accepted, will be seen by thousands of attendees once published in the session catalog.
- When introducing abbreviations or acronyms, spell out the full name or title, followed by the abbreviation or acronym in parentheses. You can then use the abbreviation or acronym by itself. Don't assume your audience knows what an abbreviation or acronym stands for. Example: Internet of Things (IoT)
- Avoid all caps (unless the official spelling denotes the use of all caps), exclamation points and other casual/personal styles of writing in the proposed title or abstract.
- Have someone outside of your field of work proofread your title and abstract before submission. While the person may not understand the technical terms or references, they can help catch grammatical/spelling errors and determine if you are communicating the goals of your submission effectively.

Tips for Creating Effective Titles for Submission
- Don't use abbreviations or acronyms in the titles of your submissions.
- Don't use competitor or other company names in your submission titles. If you're highlighting other companies within your session, you can include these names within the description.
- Use clear and concise language that attendees will immediately understand. The agenda will be packed, and attendees need to easily identify sessions of interest.
- Straightforward language like "introduction to," "deep dive" and "case study" are popular examples because they quickly give the attendee important information about the session.

Tips for Writing Winning Abstracts
- Avoid starting your session description with the phrase, "In this session, we will ..." or "In this session, you will learn ..." as it adds no value and becomes tedious after 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 was not as advertised.
- Your abstract should generate enthusiasm, so make sure your content is both relevant and exciting. What invaluable information will be shared during the session?
- Thoughtfully leverage the tags in the system for topics, levels and roles. Who is the target audience? What products or topics does this session cover outside of the track name? What roles would benefit from this session?
- Make sure your submission 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 and are the number one reason attendees come to .conf each year.

Call for Speakers:
Submission Guidelines

splunk> .conf22

Typical Reasons for Declining Submissions
- The title or abstract is poorly written — ideas are not clear, goals are not established and there are grammatical/spelling errors.
- The content isn't relevant to the indicated audience.
- The submission does not contain content included in the themes and topics outlined by Splunk for .conf22.
- The session value isn't clearly identified.
- The session topic isn't unique or overlaps with another more appropriate abstract.

Speaker Information
- Sessions will be selected based on the content as well as the proposed speaker(s). If a speaker has presented at a .conf event or SplunkLive! in the past, we'll look at speaker scores and session popularity and take them into consideration during selection.
- Quality over Quantity: Take time to review your submission. Simply submitting multiple session proposals will not increase your chances of having a session selected. Multiple submissions are welcome, but please ensure they are quality submissions.

Submission Confirmation
- After submitting your proposal, a confirmation email will be sent to all speakers included.

Abstract Review
All submitted abstracts go through a comprehensive review process. The abstracts are reviewed by a committee of subject-matter experts, including Splunk team members.

Abstract Selection and Next Steps
You will be notified no later than Mar 14, 2022, about the status of your submission from confspeakers@splunk.com. If your submission is accepted, a Planning Manager will reach out to you.

Questions?
Please contact us at confspeakers@splunk.com.