



# Call for Speakers Track Guidance

To learn more about .conf25's Call for Speakers, visit:

[conf.splunk.com](https://conf.splunk.com)

# Hello Splunk Enthusiast!

Call for Speakers (CFS) for .conf25 is now open! **You have until March 4, 2025 @ 11:59 PM PT to submit.**

This year, .conf will be taking place in Boston! .conf25 will have all the fun, hands-on-learning and networking that's made our conference a favorite among data champions for decades. To help you create an amazing submission for .conf25, we have included a list of topics specific to each of this year's tracks — *Security, Observability, Platform, and Splunk Developer*.

Follow these tips to optimize your submission and increase your chances of getting selected. More detailed information can be found on the [.conf website](#).

## Submission Tips

### TIP #1 Know your audience—.conf is a user conference.

.conf is where existing Splunk users come to learn how to do more with the platform—not to hear a sales pitch. Your session should be packed with in-product content, actionable insights, and real-world applications. Think about what you wish you had known when you first started, the advanced techniques that have helped you the most, or the creative ways you've used Splunk to solve problems. The more hands-on and practical, the better!

### TIP #2 Choose the right format.

Matching your content to the right format is key to engaging your audience:

- **Technical Sessions** (30 min) dive into best practices, technical use cases, and challenges solved with Splunk. Attendees should leave with actionable insights they can apply immediately.
- **Panel Discussions** (30 min) bring multiple experts together to share Splunk expertise, covering best practices, unique use cases, and solutions to common challenges.
- **Interactive Workshops** (60, 90, or 120 min) are hands-on, bring-your-own-laptop sessions where attendees follow along in real-world Splunk scenarios. Get creative—game shows, team problem-solving, and immersive labs are encouraged!
- **Theater Sessions** (20 min) take place on the show floor and are concise, high-energy talks featuring product announcements, customer stories, or industry applications.

Pick the format that best fits your content and keeps attendees engaged!

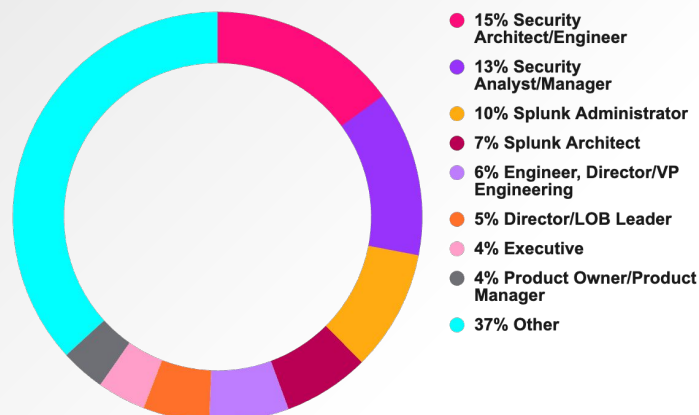
### TIP #3 Quality over quantity—CFS is NOT a numbers game.

Submitting multiple sessions won't improve your chances of getting selected. Instead, focus on crafting a handful of compelling, well-thought-out submissions that tell a strong story. What makes your session unique? What will attendees walk away with? Prioritize quality over volume, and make your submission stand out.

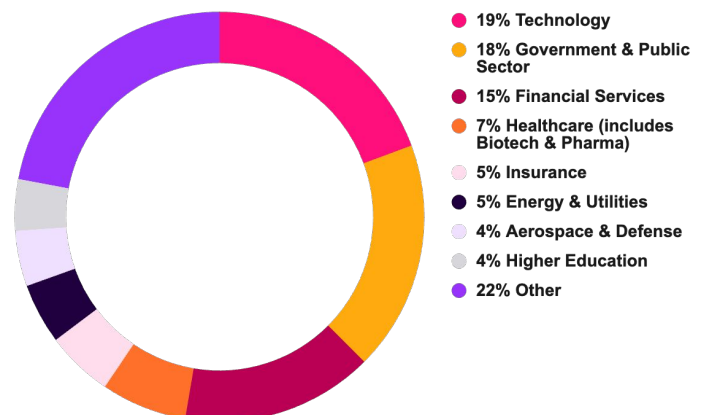
## .conf24 by the Numbers

**5,000+** attendees from **62** countries with **300+** customer, partner, and Splunk speakers

**Top Titles**  
in Attendance at .conf24



**Top Industries**  
in Attendance at .conf24





# Splunk Security Track

## Sub-Tracks, Topics/Themes and Storylines

Learn how to build the SOC of the Future and proactively manage and mitigate risks to help strengthen your digital resilience.

The following sub-tracks, topics/themes and storylines are key for the Security Track in 2025:

### Sub-Tracks

- Governance, Compliance & Frameworks
- Security Automation & Incident Response
- Security Monitoring, Detection, & Analytics
- Unified Security Operations

### Topics and Themes

- Automated Threat Analysis
- Behavioral Analytics (Anomaly Detection, Machine Learning, Insider Threats, Fraud)
- Cyber Frameworks (OCSF, MITRE, NIST)
- Data Visualization & Reporting
- Detection & Automation Engineering
- Governance & Compliance
- Incident Response, Threat Hunting & Threat Research
- Risk-Based Alerting (RBA)
- Security Monitoring, Alerts & Incident Management
- Security Orchestration, Automation & Response (SOAR)

| Storylines  | Details   |
|---|---|
| <b>Transform SecOps with Converged TDIR</b>   | Learn how a converged Threat Detection, Investigation, and Response experience can transform your SOC. Engage with topics on risk-based TDIR, seamless integration, hybrid environment support, and the strategic approach needed for comprehensive threat and risk management.                                     |
| <b>Measuring and Detecting Risks Across Your Environment</b>                              | Splunk's security portfolio provides a robust set of capabilities to help quantify risk in your organization. From Risk-Based Alerting (RBA) to User and Entity Behavioral Analytics (UEBA) and Asset & Risk Intelligence (ARI), hear from experts on how they practice effective risk management.                  |
| <b>Optimizing Security Efficiency through AI and Automation</b>                           | Learn how to optimize your security operations by incorporating AI and automation. Discover how you can achieve greater speed and accuracy through implementing SOAR, Attack Analyzer, and AI capabilities for improved security outcomes.  |
| <b>Minimize Global Regulatory Risks with Robust Governance &amp; Compliance Solutions</b> | Explore how organizations worldwide leverage Splunk to align with global compliance frameworks like GDPR, ISO 27001, and SOX. Attend sessions on asset discovery and risk management, improving incident response, and creating custom applications to streamline compliance reporting and reduce regulatory risks. |
| <b>Collaborate for Security Success with Splunk's Global Community</b>                    | Dive into the vibrant Splunk community, a thriving platform for innovative security solutions, supported by 150+ global user groups, 250,000 Answers users solving almost 60k each month. Be part of the conversation and contribute your expertise to shape the future of security.                                |
| <b>Unified Security Strategies through Cyber Frameworks</b>                               | Delve into the role of frameworks like those authored by MITRE, NIST, and OCSF in unifying security efforts across technology practitioners and industry professionals alike. Understand how these standards drive collaboration and bolster security posture in your organization.                                 |
| <b>Measurement Drives Behavior - Metrics and Reporting</b>                                | Detecting malign behavior is half the battle. From ideation to implementation, explore how to implement lifecycle processes to improve the reliability, fidelity, and actionability of detection and response activities in your organization.  |
| <b>Embrace a Threat Detection and Engineering Lifecycle</b>                               | Leverage tools like the Machine Learning Toolkit (MLTK) and discuss more advanced topics around detection engineering to bring your detection game to the next level.   |
| <b>Forging Ahead in Security - Research and Innovation for Defenders</b>                  | Leverage the capabilities of Splunk to demonstrate the tangible outcomes of your innovative security approach within your organization or present on your latest groundbreaking cybersecurity research.   |



# Splunk Observability Track

## Sub-Tracks, Topics/Themes and Storylines

Learn how to get better visibility in any environment to fix problems faster, ensure reliability & take control of your data & costs.

The following sub-tracks, topics/themes and storylines are key for the Observability Track in 2025:

### Sub-Tracks

- Splunk Observability Cloud
- Splunk AppDynamics
- Splunk ITSI (IT Service Intelligence)
- Splunk Observability + Splunk Platform

### Topics and Themes

- Troubleshooting & root cause analysis
- Optimizing telemetry costs
- Monitoring critical business processes
- Performance optimization for apps & infrastructure
- Understanding critical user journeys

### Storylines

### Details

#### Troubleshooting & root cause analysis

When problems occur with critical apps & services, ITOps and Engineering teams need to be able to quickly detect, investigate and resolve those issues as fast as possible to minimize the impact on the business. Learn how to quickly identify issues and resolve them quickly.

#### Optimizing telemetry costs

As organizations grow in increasingly complex environments, ITOps teams need a way to effectively manage growing data volume so they can optimize their observability spend and scale their practice successfully. Learn how leading Observability practices optimize their costs in one place.

#### Monitoring critical business processes

ITOps and engineering teams need to deliver executive level visibility into critical, non-digital business services, understand how outages and issues in IT and engineering assets impact the business. Learn how to gain deep visibility and context into the health and performance of IT assets, entities and the commercial off-the-shelf (COTS) applications they are responsible for managing so they can reduce MTTD/MTTR and operational costs, and improve end-user experiences.

#### Performance optimization for apps & infrastructure

Learn how Splunk helps ITOps teams generate the insights necessary to turn your application performance into profit by ensuring business context deep into the technology stack, aligning teams across the org to focus on shared priorities, and act with confidence on what matters most to the business.

#### Understanding critical user journeys

Learn how Splunk Observability helps engineering and ITOps teams understand the customer experience of their applications and identify and resolve user experience issues in order to better engage their customers and drive better results for their organization.



# Splunk Platform Track

## Sub-Tracks, Topics/Themes and Storylines

Maximize your data value to deliver the best Security and Observability outcomes with the foundational platform powered by Splunk AI.

The following sub-tracks, topics/themes and storylines are key for the Platform Track in 2025:

### Sub-Tracks

- Search & visualize with Splunk
- Transform digital resilience with AI
- Optimize cost & performance of processing, storing & accessing data with Federated Data Management
- Expand visibility across Security, Observability, & Networking with Splunk + Cisco integration

### Topics and Themes

- Getting Started with Splunk Use Cases
- Innovative Storage Techniques
- Cloud & Hybrid Transformation
- Dashboards & Analytics
- Artificial Intelligence & Machine Learning
- Monitoring
- Edge, Streaming, Routing & Getting Data In
- Alerting
- Advanced Architectures
- SPL, SPL2, Search & Federated Search

| Storylines   | Details  |
|--|--|
| <b>Jumpstart Your Splunk Admin Journey</b>                 | Admin best practices for getting started with Splunk - access guidance for how to configure Splunk for your primary use cases.   |
| <b>Optimize Cost &amp; Performance</b>                     | Explore new and expanding Splunk architectural elements for cost and performance optimization including data management pipelines (edge processor, ingest processor, ingest actions), OTEL, indexing and storage policies, external cloud storage, and federation to connect the dots. |
| <b>Scaling Your Splunk Architecture</b>                    | Advanced architectures for an optimized Splunk at-scale.   |
| <b>Learn the Analytics Basics</b>                          | Get started with search, monitoring, investigation and troubleshooting with log and metric analytics.  |
| <b>Master and Expand Analytics</b>                         | Explore mastery level use cases including the latest SPL, SPL2, and dashboards.  |
| <b>Accelerate with Splunk AI</b>                           | Transform your digital resilience with Splunk AI and the new portfolio of AI Assistants. Accelerate detection, investigation, and response with instant insights and automated workflows to help keep your business secure and up and running.   |
| <b>Move Faster with Cisco and Splunk</b>                   | Expand visibility across Security, Observability, & Networking with Splunk and Cisco capabilities working together.  |
| <b>Best Practices for Cloud and Hybrid Transformations</b> | Learn how Splunk can help you migrate your data workloads to the cloud or manage your hybrid and multi-cloud environments.   |



# Splunk Developer Track

## Topics/Themes and Storylines

Learn how to build Splunk apps, add-ons, extensions and integrations; how they are helpful for your needs, while following best practices!

The following topics/themes and storylines are key for the Splunk Developer Track in 2025:

### Topics and Themes

- Building Apps (Splunk Enterprise, Splunk Cloud Platform & Splunk SOAR)
- Technical Add-Ons
- Custom Commands
- App Inspect / Could Vetting
- App Publishing & Splunkbase
- SDKs
- Tooling & CI/CD\
- APIs
- Best Practices

| Storylines  | Details   |
|---|---|
| <b>Building Apps for Splunk Platform</b>                | Learn how to build Splunk apps from scratch, it is easier than you think! Use custom search commands, modular inputs, modular alerts, external lookups, and more to extend what you can natively do with Splunk.  |
| <b>Innovate with AI/ML, External Tools and APIs</b>     | Push the boundaries of what you can do with Splunk by integrating with third-party APIs and external data sources (e.g., ChatGPT). Discover how to build advanced AI/ML solutions, use the MLTK and DSDL apps, and do domain-specific analytics with Splunk.  |
| <b>Optimizing Your SPL/SPL2 Searches</b>                | Make your searches faster, more efficient, and more effective. Streamline search behavior and results with performance tuning, robust search design, and advanced techniques.   |
| <b>Designing and Showcasing Powerful Visualizations</b> | Learn how to build advanced dashboards with Dashboards Studio, the Splunk React framework, and the Splunk UI toolkit.   |
| <b>Development to Deployment with Reimagined CI/CD</b>  | Accelerate your dev workflow and take your code and configs to production in a more efficient manner. Learn about automating app validation, deployment, and testing with tools like Visual Studio Code, Docker containers, Config Explorer, the Universal Configuration Console (UCC), Jenkins, GitHub Actions, ACS, and AppInspect, ensuring quality and speed in your dev and release process. |
| <b>Best Practices for Splunk Development</b>            | Learn best practices to ensure secure, maintainable and high-quality Splunk solutions with the latest recommendations for governance, security and compliance, app validation, deployment strategies, ACS, Splunkbase publishing and developer tooling.   |
| <b>Building Apps for Splunk SOAR</b>                    | Learn how to build custom SOAR apps, playbooks, and functions that add connectivity with third-party security technologies, orchestrate security workflows and automate responses.  |

SECURITY

OBSERVABILITY

PLATFORM

SPLUNK  
DEVELOPER

# Thank you!

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