

VMworld 2016 Call for Papers: Submission Guideline

The VMworld 2016 Content Team searches for the latest in compelling content from Customers, Partners, Industry Analysts and VMware Employees.

Basic Submission Requirements

- The Call for Papers (CFP) process for VMworld 2016 opens on March 9, 2016 and closes on April 12, 2016. Abstracts received after April 12 will not be considered for inclusion in the 2016 program.
- All abstracts must be written in English.
- Abstracts can only be submitted online via the Call for Papers submission portal; 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: Example: 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.

SUBMISSION GUIDELINE

VMworld 2016 Call for Papers

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 2016.

Submission Confirmation

After submitting your proposal, a confirmation email will be sent to the author indicated within the submission profile.

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. Public voting becomes available once the Call for Papers closes in mid-March. Check back on www.vmworld.com for more information in March.

Abstract Selection and Next Steps

You will be notified no later than June 14 if your proposal has been accepted or not. Notifications will also detail which program you have been accepted for: *Las Vegas, Barcelona, or both*. If selected, the Speaker Resource Center also opens on June 14 for the US (July 12 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 guide you through the process.

