

VMworld Call for Papers Submission Guidelines

The VMworld 2017 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) for VMworld 2017 opens on February 14, 2017 and closes on March 14, 2017. Abstracts received after March 14 will not be considered for inclusion in the 2017 program.
- All abstracts must be written in English. If English is not your native language, we recommend that you have your abstract reviewed by a native speaker before submission for translation clarity.
- Abstracts must be submitted via the call for papers online submission portal; submissions by fax, post or email will not be considered.
- Abstracts should be, as a general rule, 600-700 characters in length, but in no case more than 1200 characters (may be reduced by VMware during editing). It should include a high-level overview of what you hope to accomplish in the session.
- Abstracts should not include bulleted lists, and should instead have the points listed in the copy, separated by commas.
- When using abbreviations or acronyms, always spell out the full name or title at the first reference, followed by the abbreviation or acronym in parenthesis. Thereafter, you may use the abbreviation or acronym.
- Use only full and proper names for all VMware products. Do not abbreviate or use acronyms for VMware product names. "VMware" should be included for the first reference (e.g., VMware vSphere). Thereafter, you may remove the "VMware" (e.g., vSphere).
- 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.
- Once submitted, you will be able to make modifications to your session, however they must be final by March 14.

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: Delivering Fast and Secure Apps with VMware Product XYZ.
- Use clear and concise language that attendees will immediately understand. The agenda will eventually host hundreds of sessions and attendees need to easily identify and review sessions of interest.
- Use clear identifiers in your titles like "Introduction to", "Deep Dive" and "Case Study" because they quickly tell the attendee important information about the session.
- Avoid ALL CAPS (unless the official spelling denotes the use of all caps), exclamation points, and other casual/personal styles of writing.

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..." Instead, try a rhetorical question, or an interesting industry data point to start your session abstract to capture interest.
- Ensure that what you submit will be what you present. Nothing upsets attendees more than attending a session that is not as advertised.
- Your abstract should generate enthusiasm, so make sure your content is relevant and provides invaluable information for the audience.
- 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 for product or a service, but rather an exciting opportunity for attendees to learn something new about the topic. Breakout sessions are intended to be educational in nature.

Typical Reasons for Abstract Rejection

- The abstract is poorly written—ideas are not clear, goals are not established, copy contains too many grammatical errors, etc.
- The content is not relevant to the indicated audience.
- The session value is not clearly identified.
- The session references products or techniques that are out of date and no longer appropriate or relevant to the audience.
- 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. Please be sure to indicate your past participation within the “Speaker History” section.
- 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 2017.

Submission Confirmation

After submitting your proposal, a confirmation email will be sent to the submitter 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, partners and customers. We also open up the session abstracts to VMworld Voting. We encourage all VMworld attendees past and present to participate in this valuable voting exercise as it helps to drive the highest quality agenda possible. VMworld Voting becomes available after the Call for Papers closes in late March. Check back on www.vmworld.com for more information in March.

Abstract Selection and Next Steps

You will be notified in mid-June 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 in mid-June and contains all types of information to help guide presenters, new and old, through the detailed timeline and deliverables required of VMworld speakers. You will also be assigned a speaker manager who will work to guide you through the process.