

## VMworld 2018 Call for Papers Frequently Asked Questions

**Q. Who can submit a proposal for VMworld 2018?**

**A.** The VMworld Call for Papers is open to the public as well as to VMware employees. The call for papers opens on Tuesday, February 13, 2018 and ends Tuesday, March 13, 2018 at 06:00PM PDT.

**Q. My company is sponsoring VMworld 2018. Can I submit a proposal?**

**A.** Yes, you may submit a proposal. Some VMworld sponsorship levels do include session opportunities as a benefit. If your company intends to sponsor VMworld, please check with the VMworld sponsor team for more details. For companies A-M, please contact [Shana McMahon](#); for companies N-Z, please contact [Bethany Porrazzo](#).

**Q. Do I need to get management approval to present at VMworld 2018?**

**A.** All VMware employees must have their manager's approval prior to submitting a proposal. For all non-VMware individuals, please verify your company's policy regarding presenting sessions at an event of this type before submitting a proposal. Note that replays of sessions will be publicly available on [www.vmworld.com](http://www.vmworld.com) after the event.

**Q. When is the last day to submit a proposal for consideration?**

**A.** The call for papers deadline is Tuesday, March 13, 2018 at 06:00PM PDT.

**Q. Can I edit/update my submission before the content committee reviews it?**

**A.** Yes. You can edit your proposal's session and speaker information at any time until call for papers closes on March 13 at 06:00PM PDT. You can edit your session information by clicking on the session title. **Please note that session types cannot be changed once the proposal has been submitted, so choose carefully!** If you choose the wrong session type, please submit a new proposal and notify [speakersupport@vmware.com](mailto:speakersupport@vmware.com) that the original submission should be canceled. Speaker information can be edited by clicking on the speaker name(s) or on "Add Participant."

**Q. Do accepted presenters receive discounted registrations?**

**A.** Yes. If you are a non-VMware presenter and your session has been selected for the 2018 program, you will receive a complimentary pass or discount on your registration (depending on the type of session). For most breakout sessions, a maximum of two passes will be provided. For panel sessions, a 50% discount off the registration fee will be provided to the approved panelists. Please see our [speaker pass policy](#) for full details.

VMware employees should refer to the employee pass guidelines posted to SharePoint and Vault (VMworld page) for information about employee pass eligibility. All expenses for travel and hotel accommodations will be the responsibility of the presenters.

**Q. What is the T&E policy for a VMware employee presenter?**

**A.** The VMware employee pass and VMworld policy will be posted to SharePoint and Vault (VMworld page). The VMworld Content Team will also communicate the T&E policy to all accepted VMware presenters.

**Q. What are the different session types?**

**A.** There are three different session types this year:

**Breakout session – 60 minutes**

The majority of the VMworld agenda is made up of content-rich breakout sessions. These one-hour sessions are presented by one to two experts from VMware, a VMware partner, or a VMware customer organization. While the majority of these sessions are lecture style and feature PowerPoint slides, many presenters also leverage video or live demonstration. Most breakout sessions are 45 minutes of presentation and 15 minutes of Q&A.

**Panel discussion – 60 minutes**

Panel discussions are hosted by one moderator and up to four panelists. These one-hour presentations feature panelists who are knowledgeable on the same subject but have different emphasis or experience. These sessions typically include some lecture and slides, but a significant portion of the session is dedicated to Q&A and audience engagement.

**Quick talk (VMware employees only) – 30 minutes**

Quick-talk sessions take a traditional breakout session topic and trim it down to essential messages and information in a targeted, half-hour time slot. They are often used for niche topics, business overviews, or other topics that do not require a full 60-minute session.

**Q. How many presenters are allowed for sessions?**

**A.** Two presenters may helm breakout sessions. Our panel discussions may have one moderator and up to four panelists. VMware quick talks may have only one presenter.

**Q. What information should I include in the “key takeaways” section?**

**A.** Key takeaways are the fundamental concepts and top messages you want your audience to walk away with. For example:

- An understanding of the software-defined data center and the role services plays in the new era of IT.
- Clarity on the action the audience needs to take to run a profitable business.
- Knowledge of the services to support a major implementation and their competitive differentiation.

**Q. What is the technical level I should consider when submitting a proposal?**

**A.** Please mark your submission according to the technical level it applies to. VMworld 2018 will offer content that applies to the technical levels listed below:

Level	Description	Primary Audience(s)
<b>100</b>	High-level, business strategy sessions discussing industry trends, or basic product overviews and introductions. Customer success panel discussions emphasizing business value.	Decision makers/leaders or anyone fairly new to the session topic.
<b>200</b>	Basic technical sessions discussing specific products, use cases, and solutions. Customer success panel discussions emphasizing technical topics.	Architects/strategists and decision makers/leaders or anyone who has some knowledge of the topic and is looking for more information.
<b>300</b>	In-depth, technical deep dive sessions focused on product features and implementation considerations. Includes reference architectures and technical sizing & design insights.	Practitioners/specialists and architects/strategists or anyone with knowledge of the topic and is looking for more in-depth information.

**Q. Who are the audiences I should consider when creating my proposal?**

A. For VMworld 2018, we will be presenting our sessions to three primary audiences that span a wide range of job roles. These include:

Audience	Focus	Typical Job Role(s)
<b>Decision maker/leader</b>	<ul style="list-style-type: none"> <li>• Making decisions for IT solutions</li> <li>• Creating and aligning company priorities</li> </ul>	Executive C-level
<b>Architect/strategist</b>	<ul style="list-style-type: none"> <li>• Designing and developing strategy for IT solutions</li> <li>• Contributing insights as a key influencer</li> </ul>	VP Director Senior manager
<b>Practitioner/specialist</b>	<ul style="list-style-type: none"> <li>• Implementing, supporting, and using IT solutions and products</li> <li>• Developing apps that support the business</li> </ul>	Individual contributor Manager

**Q. Are there resources available to help me craft a successful proposal?**

A. Yes, please review our [submission guidelines](#).

**Q. When will I find out if my proposal has been accepted?**

A. Email notifications will go out on June 12, 2018 for both VMworld US and Europe.

**Q. If accepted, when are presentations due?**

A. For VMworld US , your first-draft presentation will be due July 10, 2018. Final presentations will be due August 2, 2018. Sessions may be cancelled if your draft and/or final presentations are not received by deadlines. Draft presentations for VMworld Europe are due September 25, 2018 and final presentations are due October 11, 2018.

**Q. If my question isn't answered here, how can I get help?**

A. For any additional questions, please reach out to [speakersupport@vmware.com](mailto:speakersupport@vmware.com) for assistance.