

## VMworld 2018 Call for Papers Submission Guidelines

Would you like to speak at VMworld 2018? We'd love to hear your topic idea! Here are some guidelines to help you craft a successful proposal.

If you need some inspiration, we invite you to watch the [top sessions from VMworld 2017](#) to see what resonated with our audiences.

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#### Submission Information

- **Deadlines:** The [VMworld 2018 Call for Papers online submission portal](#) is open February 13, 2018 - March 13, 2018. We will not accept any proposals after March 13.
- **Submission method:** You must submit your proposal via the portal. We cannot accept proposals sent by fax, post, email, or social media.
- **Language:** All submissions must be in English.
- **Length limits:** Please limit session titles to 75 characters and abstracts to 850 characters. All limits include spaces and special characters.
- **Modifications and updates:** You may continue to modify your proposal throughout the call for papers period. However, all changes must be final by March 13. We will not consider incomplete submissions after that date.
- **Multiple submissions:** You may submit multiple proposals as long as they are for different topics. Submitting duplicate proposals will not increase your chances of having the session selected for VMworld 2018.
- **Review and acceptance:** We'll send you an email confirmation once you submit your proposal. Our committee of track leads and subject matter experts will rigorously review each submission. We'll notify you by June 12, 2018, if your session proposal has been accepted and for which programs (Las Vegas, Barcelona, or both) we would like you to present.
- **Next steps:** If we accept your proposal, our online VMworld Speaker Resource Center will guide you through all required timelines and deliverables. We will also assign you a speaker manager to help you through the process.

## Guidelines for Creating Effective Titles

Your title is your introduction to your idea (and to the world). Convey as much as you possibly can in your title; 80 percent of attendees will read a title, while only 20 percent will go on to review the abstract for further information. A compelling title will help convince people to keep reading.

- **Craft an attention-grabbing title.** Present a benefit and entice a reader to continue on to reading your abstract.
- **Use clear and concise language.** Avoid vague, flowery, or wordy titles and observe the 75-character limit, which includes spaces and punctuation.
- **When applicable, use identifiers.** These may include phrases as “Introduction To,” “Deep Dive,” or “Case Study.”
- **If possible, acronyms and abbreviations.** If you must use acronyms for space considerations, please limit them to those in common industry or colloquial usage (such as SSO, SDDC, and HCI) and spell them out in first reference in your abstract.
- **Skip competitor or company names.** If you’ll be highlighting other companies in your session, we prefer you present those names in the abstract.
- **Keep punctuation simple.** Avoid exclamation points, parentheticals, and ellipses.

Examples of successful titles from VMworld 2017:

*Empowered Users and Rapid Returns: Lessons from the Digital Workspace*

*11 Essential Questions to Guide Your Enterprise Mobile Security Evaluation*

*Become a Superhero Architect of Your vSphere SSO Domain*

*An Introduction to VMware Software-Defined Storage*

## Guidelines for Writing Compelling Abstracts

Your abstract should convince us that you can present a solution to a business challenge and should intrigue, excite, and inspire potential attendees. Provide a high-level overview to convey the goals of your session, and make sure the content and information is relevant to your audience.

- **Observe length limits.** Keep your abstract to under 850 characters. A strong abstract should be 600-700 characters in length, including punctuation and spaces.
- **Skip the sales pitch.** Don't sound like you're promoting a product or service. Rather, present an exciting opportunity for attendees to learn something new about a topic.
- **Avoid the phrases, "In this session we/you will..."** Try posing a rhetorical question or sharing an interesting industry data point to start your session abstract and capture your reader's interest.
- **Bypass bulleted lists.** Itemize your talking points in the copy, separated by commas.
- **Spell out abbreviations on first reference.** When using abbreviations or acronyms, include the abbreviation or acronym in parentheses along with first reference. Thereafter, you may use simply the abbreviation or acronym. Example: "Using containers on your software-defined data center (SDDC)..." followed by "Containers on your SDDC will...".
  - *Exceptions:* Product or company names, or acronyms that are widely used and understood, may be used without first spelling them out. Examples: HTML, AWS, IBM. If in doubt, spell it out.
- **Avoid abbreviations and acronyms for VMware product names.** Use full and proper names for all VMware products and include "VMware" on first reference ("VMware vSphere"). Thereafter, you may remove the "VMware" ("vSphere").
- **Leverage the system tags.** When you submit your abstract, thoughtfully select the appropriate tags offered for products, level, and audience. Consider who your target audience will be and what product(s) the session covers, in addition to the track name.
- **Highlight your credentials.** Please include your relevant speaking history, publications and presentations, and experience in your subject or field. If you have them, provide links to videos of any previous speaking engagements.

## Typical Reasons for Rejection

We strongly suggest you enlist someone outside your field of work to proofread your submission. Although that person may not understand all of the technical terms of references, he or she can catch misspellings or grammatical errors and help determine if you are communicating your goals effectively.

Some of the most common reasons our committee rejects a proposal include the following:

- Guidelines are not followed (character counts, language requirements, etc.).
- The abstract is poorly written.
- The abstract has significant grammatical or typographical errors.
- Ideas are not clear.
- Session goals are not established.
- Content is not relevant to the audience.
- The value of the proposed session is unclear.
- The abstract seems to promote a third-party product and/or includes marketing language about a third-party product.
- The abstract discusses out-of-date products or techniques.
- The session topic is bland or overlaps with others submitted.
- The proposal was not received or completed by the deadline date.