



HILTON BAYFRONT • MAY 2-4

# The XaaS Playbook

## TSW SPEAKER SUBMISSION GUIDELINES

Thank you for your interest in applying to speak at TSW San Diego 2016! By speaking at this event, you will receive professional recognition for your accomplishments, raise your industry profile, and establish yourself as a thought leader in your field.

Here's a list of guidelines to help you get started in planning your submission.

### **PLANNING YOUR SUBMISSION**

#### TOPIC

First, you must choose a topic to speak about. The TSW San Diego 2016 theme is **The XaaS Playbook**. The conference is about learning how to grow and scale a profitable X-as-a-Service business.

For this event, we've created a list of topics. Your session must reference at least one of these topics to stay on theme with the discussions.

### **SESSION FORMAT**

When crafting your session, you can choose from the following formats:

#### BREAKOUT SESSIONS

Breakout sessions are the traditional "stand and deliver" sessions with some Q&A. Share your expertise and experiences in a particular service functional area.

#### WORKOUT SESSIONS

Workouts are highly collaborative, problem-solving sessions where participants engage in candid dialogue about the common issues they are currently facing with an emphasis on sharing proven tactics and strategies for success. As a speaker, you are responsible for providing 10-15 minutes of presentation material about the topic or business challenge, which will act as the framework to facilitate the discussion with attendees.

#### PANEL DISCUSSIONS

TSIA member and partner companies may present their session in panel format, which may also include a member of the TSIA research team, allowing for a variety of expert opinions and experiences to be shared around the chosen subject.



## PARTNER CONTRACTED SESSIONS

TSIA partner companies are also eligible to choose from either of the following formats:

- **Customer Presented Case Study**

Case studies are presented in the Service Technology Advantage track. The customers of contracted partners deliver these success story sessions with the partner as the host.

- **EXPO Breakout Sessions**

EXPO Breakout Sessions are for contracted partners to present their offerings with or without a customer presenter.

## **CATEGORY**

TSIA is organized by seven service disciplines that address the major service businesses found in a typical technology company. All TSW sessions are organized by the discipline it pertains to so that attendees can attend speaking engagements that are relevant to their primary areas of interest. When submitting your session information, be sure to include which discipline(s) your topic covers:

- Customer Success (CS)
- Education Services (ES)
- Expand Selling (EXS)
- Field Services (FS)
- Managed Services (MS)
- Professional Services (PS)
- Services Revenue Generation (SRG)
- Support Services (SS)

## **SESSION AND SPEAKER DETAILS**

Here is a complete list of additional details you'll need to provide for your speaker application.

## CONTACT INFORMATION

Please include your name, job title, company, business email address, business phone number, mobile phone number and business mailing address.

## SESSION TITLE

Session titles should be short and concise, with a length ranging between 50-60 characters, or no more than 15 words. Aim to strike a balance between catchy and informative when crafting your title. Put yourself in the audience's shoes; what would make them want to attend?



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## SESSION ABSTRACT

Please make sure your session abstract accurately reflects the content you are presenting. For ease of promotion, we ask that you submit a short abstract that does not exceed 150 words. Be as descriptive as possible and clearly communicate for whom the session is targeted, as well as what they will learn if they attend.

## SHORT BIOGRAPHY

Your professional biography should only include the most relevant experience for your proposed session. Length should not exceed 100 words.

## CO-SPEAKER INFORMATION

Please include the name, job title, company, email address, phone number and short biography for any planned co-speakers.

## **APPLICATION DEADLINE**

Please submit your application no later than Friday, December 4, 2015. You will be notified in mid January regarding the status of your application. Apply [here](#).

## **QUESTIONS?**

If you have any questions about any of these guidelines, please contact TSIA's Senior Events Project Manager, Christi Holzer, at [christi.holzer@tsia.com](mailto:christi.holzer@tsia.com).

Thank you, and we look forward to hearing what you have to teach our attendees!