

# 2019 Call for Papers: Submission Guidelines

The Perform content team searches for the latest in compelling content from customers, partners, industry analysts and Dynatrace experts.

## Submission Requirements Criteria:

- The Call for Papers (CFP) process for Perform 2019 now closes on **November 30, 2018**. Abstracts received after November 30 will not be considered for inclusion in the 2019 program.
  - All abstracts must be written in English.
  - Abstracts can only be submitted via email [perform.speaking@dynatrace.com](mailto:perform.speaking@dynatrace.com).
  - Submission requirements are Title, Abstract, Name of speaker, Track, Skill level, additional details and/or presentation flow.
  - Your session title should clearly indicate the topic of your presentation and do so in a way that attracts potential attendees to your session (max 150 characters).
  - Explain what your session will cover in a few sentences. No bullet points please, as this abstract will be included on the website, the app and marketing materials so helps drive attendance to your session (max 1000 characters).
  - Describe your session. What are the main points you plan to cover (nb. bullet points not supported).
- Describe the presentation flow. This can be a brain dump of information that helps us understand your vision. This will not be published (max 2500 characters).
  - Indicate session track from the following:
    1. **Cloud Automation** — Dynatrace works with your cloud strategy: migration or cloud native. Containers, microservices, or serverless. Hybrid and Multicloud. Learn how to leverage automation for web-scale.
    2. **Software Intelligence** — Leverage Dynatrace's automated, AI-powered, full stack software intelligence platform to monitor complex and dynamic environments, reduce MTTI/MTTR, rationalize tools, and drive faster innovation.
    3. **DevOps to NoOps** — Release more frequently, faster, and with fewer issues; increase innovate through better collaboration and continuous feedback; build resilience into your operations (SRE); and start to do "Everything as Code".
    4. **Improving business outcomes** — Fast-track your applications towards perfect user experiences, increase conversions and meet business objectives through Advanced Analytics, real-time visibility and insight into your customers' behaviors throughout their entire digital journey.
  - Please name which Dynatrace product and/or solution your content focuses on.



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- When introducing abbreviations or acronyms, spell out the full name or title, followed by the abbreviation or acronym in parentheses. You can then use the abbreviation or acronym by itself. Don't assume your audience knows what an abbreviation or acronym stands for. Example: Internet of Things (IoT).
- 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 the person may not understand all the technical terms or references, they can help catch grammatical errors and determine if you are communicating the goals of your session effectively.
- 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.
- Straightforward language like "introduction to," "deep dive" and "case study" are popular examples because they quickly give the attendee important information about the session.

### Tips for Writing Winning Abstracts

- Avoid starting your session description with the phrase, "In this session, we will..." or "In this session, you will learn..." as it adds no value and becomes tedious after 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 was not as advertised.
- Your abstract should generate enthusiasm, so make sure your content is both relevant and exciting. What invaluable information will be shared during the session?
- Thoughtfully leverage the tags in the system for topics, levels and roles. Who is the target audience? What products or topics does this session cover outside of the track name? What roles would benefit from this session?

### Tips for Creating Effective Titles for Submission

- Please adhere to the Submission Requirements Criteria previous stated when submitting via email or you will find we cannot accept your submission.
- Don't use abbreviations or acronyms in the titles of your submissions.
- Don't use competitor or other company names in your submission titles. If you're highlighting other companies within your session, you can include these names within the description.



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- Take the time to draft well-written titles, abstracts, outlines and 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 online.
- Make sure 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 and are the number one reason attendees come to Perform events.

### Typical Reasons for Abstract Rejection

- The abstract is poorly written; ideas are not clear, goals are not established and there are grammatical errors.
- The content isn't relevant to the indicated audience or fits in with messaging for Perform 2019.
- The session value isn't clearly identified.
- The session topic isn't unique or overlaps with another more appropriate abstract.

### Speaker Information

- 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 a Perform event or Dynatrace event in the past, we'll look at speaker scores and feedback, and take them

into consideration during selection. We request that your submission clearly states who your Dynatrace co-presenter will be. This person will help guide you through breakout process and also introduce your session.

- **Quality over Quantity:** Take time to review your proposal before submission. Simply submitting multiple session proposals will not increase your chances of having a session selected.

### 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 Dynatrace employees.

### Abstract Selection and Next Steps

You will be notified no later than **December 7, 2018** about the status of your proposal. If selected, the Perform content team will guide presenters, new and old, through the timeline and deliverables required of Perform speakers.

A banner for the Perform Las Vegas event. It features a dark blue background with a silhouette of a speaker on a stage in front of a large screen displaying the Dynatrace logo. The text is in white and light blue.

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