

Speaking Opportunity One-Hour Lecture Session

Due Date for Title and Abstract: July 17, 2011
Due Date for Presentation: August 5, 2011

Thank you for committing to a speaking opportunity at SAP TechEd 2011 Las Vegas. To ensure a successful presentation, please review this document for important information relating to the various aspects of the speaker process: abstract and presentation submission instructions and deadlines, registration, and session promotion.

Submission Instructions

SAP has created a partner "Speaker Site", http://www.sapteched.com/speakersite/home.htm?PT=partner_a45b302g79, to manage the title, abstract and presentation submission process. Please follow the instructions below.

Title and Abstract - due by July 17

- If the speaker **has** been identified:
 - The speaker should create a speaker account and complete the title and abstract submission form via the Speaker Site. See page 3 of this document for a copy of these two online forms.
 - To ensure that you will receive all of the speaker communications, and be able to help manage the process, the speaker should identify you, your company's overall logistics contact, as the cc person on the Personal Information form.
 - Please notify your exhibit manager (Ellen Stangroom or Sandy Lorenz) once the abstract has been submitted.
- If the speaker **has not** been identified:
 - Follow the instructions above. Until a speaker has been determined, the submitter will be designated as the "speaker". Extra step – cc yourself on the Personal Information form so you will be copied on all communications sent directly to your speaker, once he/she is identified.
 - Please notify your exhibit manager (Ellen Stangroom or Sandy Lorenz) once the abstract has been submitted.
 - Once the speaker has been determined, direct him/her to the Speaker Site to create a speaker account, completing only their personal information. Inform your exhibit manager when this has been done. The speaker will then become associated with their session and be responsible for providing session details and presentation materials, however, you will be cc'd on communications sent to them.

Presentation - due by August 5

- After the abstract has been submitted, as described above, the speaker will be provided with instructions via e-mail on how to upload their presentation.
- The time slots are 60 minutes in length and speakers should include a brief time for Q & A within this time frame.
- Speakers should use their own company's template using PowerPoint Version 2007 or higher.
- All presentations will go through an SAP review process.
- SAP TechEd attendees will receive a USB flash drive pre-loaded with all of the lecture session presentations. In order for a presentation to be included, SAP must receive it by August 5. **Changes cannot be accepted.**
- Presentations will be electronically transferred to SAP laptops in the session room. No provisions will be made for projecting presentations from personal laptops or other media. All presentations will be run from the event server, and the files must be loaded on that server in advance. There are no exceptions

Registration

- One complimentary registration/badge will be offered per session.
- The included registration is identified as "Lecture-only" in your Exhibitor Console. A Lecture-only registration permits access to: the keynote presentation, educational lecture sessions, access to Sybase TechWave sessions, Clubhouse and partner exhibits, Demo Jam, meals and refreshments, SAP TechEd Online and the Thursday evening concert. Hands-on workshops are not included but may be purchased at the time of registration, as an upgrade.
- This registration may be used for whomever is speaking – a customer or a company employee.
- The registration system is **not** tied to the speaker system. If your speaker changes, please let your exhibit manager know so the speaker system and event Web sites can be updated.
- A second speaker may be listed on the Web site in association with this session. Contact your exhibit manager.

Room Set-Up

- One projector and screen, one audio connection for laptop
- One podium microphone, one wireless lavalier microphone, one stand microphone for audience questions
- One presenter laptop with a restricted SAP network connection for access to approved presentations
- A VGA switch to flip the projected image between two different laptops
- One Internet-only connection for an additional laptop for demos and VPN access. The Internet connection has full open access to the Internet.

Session Promotion

For a maximum return on their investment, exhibitors should put their best, most educational SAP offering forward to enhance a customer draw. SAP TechEd attendees expect robust technical session content, e.g. information that they cannot obtain anywhere else, and information that they can put to use in their own work environment. Here is just a sampling of job titles held by attendees that may be in your session:

- Business Process Experts
- Enterprise Architects
- IT Managers
- SAP Partners, Consultants and ISVs
- Software Developers
- Systems Administrators

To ensure that exhibitors build a presentation that fills seats, for greater prospecting and increased awareness, it is encouraged that they carry out the following suggestions:

- Present solid content in an educational format, offering new solutions to today's most pressing issues
- Select experienced, product-knowledgeable employees or customers to present their material
- Promote their presentation as an educational, solution-building experience
- Defer the "sales pitch" to follow-up calls with qualified leads obtained at their booth

Scanning of attendee badges and distributing collateral is not allowed in sessions. Please invite the attendees of your session to visit your booth for follow-up activities.

Opportunities to enhance an exhibitor's session visibility:

- Agenda Builder – speaker name, title, and session abstract will be included in the Agenda Builder located on the SAP TechEd Las Vegas Web site. Attendees will have the ability to sort sessions via keyword, track, job function, and add it to their unique agenda.
- USB flash drive – for lasting visibility, be sure your presentation is included by adhering to the published due dates.
- Market from your booth – one of the best methods for drawing attendees to a session is to create awareness directly from the company's booth. Exhibitors should develop flyers or table-top signage and include the session details in event-specific printed collateral. Booth staff should be educated on the details (i.e. date, time, location) of the company's sessions so they can promote this information to conference attendees.

Questions for your exhibit manager?

Platinum, Gold Plus, Gold Levels
Ellen Stangroom
P: 610.954.7510
E: e.stangroom@sap.com

Silver Level
Sandy Lorenz
P: 508.461.7421
E: sandra.lorenz@sap.com

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Creating a Speaker Account

This form must be completed online, copy below is for informational purposes. Use http://palweb20.pal.sap.corp:1080/speakersite/home.htm?PT=partner_a45b302g79

editSpeaker	
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PRIMARY SPEAKER AND POD STAFF INFORMATION

Speaker's First Name:	<input type="text" value="Ellen"/>
Speaker's Last Name:	<input type="text" value="Z_1stangroomtest"/>
Company:	<input type="text" value="test"/>
Job Title:	<input type="text" value="test"/> <input type="text" value="0"/>
Country:	<input type="text" value="United States"/>
Phone Number:	<input type="text" value="test"/>
Cell Phone Number: (optional)	<input type="text" value="test"/>
Email Address:	<input type="text" value="teststangroom@sap.com"/>
CC Email Address: (optional)	Enter an email address you'd like us to copy when sending critical email correspondence. <input type="text" value="e.stangroom@sap.com"/>
SAP Community Network (SCN) User ID:	SCN User ID is required to receive contribution points. <input type="text"/>
Shirt Size:	Shirts will be distributed based on availability at the time of registration check-in. <input type="text" value="X-Small"/>
Gender:	<input checked="" type="radio"/> Female <input type="radio"/> Male <input type="text" value="0"/>
Short expertise description:	Provide a short description of your area of expertise or interest. 250 character limit. (Example:

John Doe is responsible for the rollout of SAP NetWeaver MDM in the US.)

Please proofread and spell check since this will not be edited before publishing.

ADDITIONAL SPEAKER INFORMATION

To give attendees more detailed information about who you are, please provide your personal links to the following websites (optional). This information will be published on your speaker page on the SAP TechEd 2011 websites and will be publicly available.

Twitter URL: (optional)

LinkedIn URL: (optional)

Facebook URL: (optional)

Personal Blog: (optional)

SCN Business Card URL: (optional) Find your SCN business card URL at the bottom of this page:
<https://secure.sdn.sap.com/irj/scn/updatebusinesscard>

SCN Wiki Profile: (optional) If you've created a wiki profile, find the URL by looking for your profile (listed alphabetically by first name) at <https://wiki.sdn.sap.com/wiki/pages/listpages-alphaview.action?key=profile>, go to the "Info" tab, and copy "Tiny Link".

Title and Abstract Submission Form

This form must be completed online, copy below is for informational purposes.

http://palweb20.pal.sap.corp:1080/speakersite/home.htm?PT=partner_a45b302g79

Propose a Session

Important Note

- All fields are required unless otherwise noted.
- Proposals and presentations are reviewed and edited for consistency, grammar, spelling, and proper use of trademarks and SAP offering names.
- By submitting this proposal you agree to complete all tasks by the listed [deadlines](#).

Publication Rights

- By submitting a session proposal, you grant to SAP a non-exclusive, and perpetual, worldwide right to publish the presentation materials in any and all media, including but not limited to SAP Websites, printed conference collateral, Webcasts, and Virtual SAP TechEd.
- Session proposals and presentations must not include proprietary or confidential material. Presentation materials must be original and must not infringe upon any copyright, trademark, or other right of any third party.

<input type="text"/>	<input type="button" value="addSession"/>	<input type="text" value="False"/>
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PRIMARY SESSION INFORMATION

Session Title: Please limit titles to 75 characters or less. Use title case and spell out solution names.

Example: SAP NetWeaver Master Data Management Roadmap

Session Abstract: A good abstract will drive attendance to your session, so be detailed, accurate, and clear. The abstract should be a short paragraph description of the session that states the purpose of the session. Mention if there will be demos, other special attractions, or if the content of the session will pertain to specific releases of software solutions. List 2-3 bullet points describing the specific topics covered in the session. Avoid using acronyms. If you do use an acronym, spell out the acronym in the abstract. Please double-check your abstracts for grammar, spelling, and proper use of trademarks and SAP offering names.

Please limit to 200 words or less

Prerequisites: Please list any specific knowledge or experience attendees must have in order to understand this session. Be (optional) specific and clear with your requirements so that you have qualified attendees in your session.

Session Level:

Sub Track Assignment: Select the sub track under the [track] that most closely fits your session. Final assignment subject to change. Unsure of which sub track best fits your session? Select "Other" in the track that best fits the session.

Track for selected sub track:

Job Function: Carefully select all relevant job functions most related to your session. Attendees will be able to view sessions by these functions. Choose accurately, since the audiences you attract will rate your presentation.

- | | |
|--|---|
| <input type="checkbox"/> Business Intelligence | <input type="checkbox"/> SAP Partners, Consultants and ISVs |
| <input type="checkbox"/> Business Process | <input type="checkbox"/> Systems Administration |
| <input type="checkbox"/> Design and Architecture | <input type="checkbox"/> Web and Application Development |
| <input type="checkbox"/> IT Management | |

Related Product: Please select the SAP products focused on in your session. (Limit 4)

- | | |
|---|--|
| <input type="checkbox"/> Accelerated Application Delivery for SAP NetWeaver | <input type="checkbox"/> SAP Carbon Impact on Demand |
| <input type="checkbox"/> Duet Enterprise | <input type="checkbox"/> SAP Central Process Scheduling by Redwood |
| <input type="checkbox"/> landscape verification for SAP Solution Manager | <input type="checkbox"/> SAP CRM |
| <input type="checkbox"/> Microsoft Office Sharepoint | <input type="checkbox"/> SAP Crystal Dashboard Design |
| <input type="checkbox"/> SAP Authentication and Single Sign-On Options | <input type="checkbox"/> SAP Crystal Interactive Analysis |

<input type="checkbox"/>	SAP Business ByDesign	<input type="checkbox"/>	SAP Crystal Reports 2011
<input type="checkbox"/>	SAP Business One	<input type="checkbox"/>	SAP Crystal Reports for Enterprise
<input type="checkbox"/>	SAP Business Process Blueprinting	<input type="checkbox"/>	SAP Crystal Reports Server
<input type="checkbox"/>	SAP Business Suite	<input type="checkbox"/>	SAP ERP
<input type="checkbox"/>	SAP BusinessObjects	<input type="checkbox"/>	SAP HANA
<input type="checkbox"/>	SAP BusinessObjects Access Control	<input type="checkbox"/>	SAP Interactive Forms by Adobe
<input type="checkbox"/>	SAP BusinessObjects Analysis	<input type="checkbox"/>	SAP Landscape Transformation
<input type="checkbox"/>	SAP BusinessObjects Business Intelligence Platform	<input type="checkbox"/>	SAP Line of Business On Demand
<input type="checkbox"/>	SAP BusinessObjects Dashboards	<input type="checkbox"/>	SAP NetWeaver
<input type="checkbox"/>	SAP BusinessObjects Data Integrator	<input type="checkbox"/>	SAP NetWeaver Adaptive Computing Controller
<input type="checkbox"/>	SAP BusinessObjects Data Quality Management	<input type="checkbox"/>	SAP NetWeaver Application Server ABAP
<input type="checkbox"/>	SAP BusinessObjects Data Services	<input type="checkbox"/>	SAP NetWeaver Application Server Java
<input type="checkbox"/>	SAP BusinessObjects Edge	<input type="checkbox"/>	SAP NetWeaver Business Client
<input type="checkbox"/>	SAP BusinessObjects Enterprise	<input type="checkbox"/>	SAP NetWeaver Business Process Management
<input type="checkbox"/>	SAP BusinessObjects Explorer	<input type="checkbox"/>	SAP NetWeaver Business Rules Management
<input type="checkbox"/>	SAP BusinessObjects Financial Consolidation	<input type="checkbox"/>	SAP NetWeaver Business Warehouse
<input type="checkbox"/>	SAP BusinessObjects Financial Information Management	<input type="checkbox"/>	SAP NetWeaver Business Warehouse Accelerator
<input type="checkbox"/>	SAP BusinessObjects Intercompany	<input type="checkbox"/>	SAP NetWeaver Composition Environment
<input type="checkbox"/>	SAP BusinessObjects Metadata Management	<input type="checkbox"/>	SAP NetWeaver Enterprise Search
<input type="checkbox"/>	SAP BusinessObjects Mobile	<input type="checkbox"/>	SAP NetWeaver Identity Management
<input type="checkbox"/>	SAP BusinessObjects OnDemand offerings	<input type="checkbox"/>	SAP NetWeaver Information Lifecycle Management
<input type="checkbox"/>	SAP BusinessObjects Planning and Consolidation	<input type="checkbox"/>	SAP NetWeaver Master Data Management
<input type="checkbox"/>	SAP BusinessObjects Profitability and Cost Management	<input type="checkbox"/>	SAP NetWeaver Mobile
<input type="checkbox"/>	SAP BusinessObjects Rapid Marts	<input type="checkbox"/>	SAP NetWeaver Portal
<input type="checkbox"/>	SAP BusinessObjects Risk Management	<input type="checkbox"/>	SAP NetWeaver Process Integration
<input type="checkbox"/>	SAP BusinessObjects Spend Performance Management	<input type="checkbox"/>	SAP NetWeaver Visual Composer
<input type="checkbox"/>	SAP BusinessObjects Strategic Workforce Planning	<input type="checkbox"/>	SAP Solution Manager
<input type="checkbox"/>	SAP BusinessObjects Strategy Management	<input type="checkbox"/>	SAP StreamWork
<input type="checkbox"/>	SAP BusinessObjects Supply Chain Performance Management	<input type="checkbox"/>	SAP Test Acceleration & Optimization
<input type="checkbox"/>	SAP BusinessObjects Sustainability Performance Management	<input type="checkbox"/>	SAP Test Data Migration Server
<input type="checkbox"/>	SAP BusinessObjects Text Analysis	<input type="checkbox"/>	software logistics toolset
		<input type="checkbox"/>	Sybase Adaptive Server Enterprise
		<input type="checkbox"/>	Sybase Aforia
		<input type="checkbox"/>	Sybase Aleri Streaming Platform

SAP BusinessObjects Web Intelligence

Sybase IQ

Sybase Mobile Sales for SAP CRM

Sybase Mobile Workflow for SAP Business Suite

Sybase Replication Server

Sybase Unwired Platform

Keyword Assignment: Please carefully select the 6 most related keywords to your session.

A

A2A Integration

ABAP Development

Adaptive Computing

Advanced Analytics

Agile Development

Application Lifecycle Management

Automation

M

Maintenance

Master Data Management

Max DB

Metadata Management

Microsoft .NET

Migration

Mobile Technology

B

B2B Integration

Business Activity Monitoring

Business Continuity

Business Intelligence

Business Planning

Business Process Management

Business Process Modeling

Business Process Operations

Business Rules Management

O

OEM Partners

OLAP

On Demand

On Device

Open Source

Open Standards

Orchestration

C

Change Control

Cloud Computing

Collaboration

Compliance

Composite Applications

Configuration

Consolidation

P

Performance

Platforms

Portal

Q

Query, Reporting, and Analysis

R

Registry and Repository

Reporting

D

- Dashboards and Visualization
- Data Archiving
- Data Exploration
- Data Integration
- Data Quality Management
- Database Administration
- Document Management
- Downtime Minimization
- Dual-Stack

E

- Enhancement Packages
- Enterprise Content Management
- Enterprise Data Warehousing
- Enterprise Information Management (EIM)
- Enterprise Performance Management

G

- Governance, Risk, and Compliance
- Green IT

H

- High Availability

I

- Identity and Access Management
- Implementation
- In-Memory Computing
- Incident Management
- Installation
- Integration
- Interoperability
- iPhone
- IT Business Management
- IT Foundation



Risk Management



Roadmap

S

- Search
- Security
- Service and Support
- Service Bus
- Service-Oriented Architecture
- Single Sign-On
- Sizing
- SOA Management
- Software Logistics
- Solution Documentation
- Solution Implementation
- SQL
- Standards
- Strategy Management
- Sustainability
- Sybase Technology and Solutions
- Sybase, an SAP Company
- System Administration
- System Landscape Management
- System Monitoring

T

- TCO
- Template Management
- Testing

U

- Unicode
- Universe
- Upgrade
- User Interface
- User Management

iViews

J

Java Development

Java EE 5

K

Knowledge Management

L

Landscape Governance

Landscape Transformation

Layered Scalable Architecture

Lean Development

Life-Cycle Management

V

Virtualization

W

Web 2.0

Web Dynpro

Web Page Composer

Web Services

ADDITIONAL INFORMATION RELATED TO SESSION TOPIC ON SAP COMMUNITY NETWORK (SCN)

Please provide one or more URLs to areas on the SAP Community Network - SAP Developer Network (SDN), Business Process Expert (BPX) Community, and SAP BusinessObjects community (BOC) - that relate to your session. Only one URL per type.

Related Page URL:

Related Forum URL:

Related Blog Topic URL:

Related Wiki Area URL:

Related Article URL: