

# Boomi World

Nov. 5-7 | Las Vegas, NV

Present at Boomi World 2018!

This document is your guide for how to submit a session topic for Boomi World 2018 including best practices, guidelines and tips.

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General Information

## **Presenter Discounts**

Presentations submitted through the Call for Papers can have up to three (3) Customer presenters (one Customer Presenter and up to two Customer Co-Presenters). If accepted, the Customer Presenter will be issued a non-transferrable complimentary full conference pass. Customer Co-Presenters will receive a discounted pass.

[How to Submit Your Presentation](#)

To submit your presentation for consideration, the following information will be required during the submission process:

- 1) Session title (149-character limit)
- 2) Session description: Write a one or two paragraph description (100-word limit)
- 3) Session Summary: For evaluation only, this is an additional description of your proposal to help the reviewers better understand your submission
- 4) Submission type
- 5) Session format
- 6) Key learning objectives
- 7) Session format
- 8) Session level
- 9) \*\*\*\*Audience: (Select the role below that best describes the target audience for your presentation)
  - a. C-Level (CEO, CTO, etc.)
  - b. Developer
  - c. Project Manager
  - d. System Architect
  - e. DevOps
  - f. IT / Administrator
  - g. Marketing / Sales
  - h. Operations

10) Industry: Please select maximum of three that best aligns to your business

- a. Retail
- b. Higher Education
- c. Banking
- d. Financial Services, Insurance
- e. Government, Wholesale and Distribution
- f. Software
- g. Manufacturing
- h. Healthcare and Life Sciences
- i. Energy and Utilities

11) Product Area: Please select maximum of three that best matches your business

- a. Platform
- b. Integrate
- c. Exchange
- d. Hub
- e. Mediate
- f. Flow

12) Theme: Please select maximum of three that best describes the subject in your presentation

- a. Tips and Tricks
- b. SFDC
- c. NetSuite
- d. Roadmaps, Vision and Strategy
- e. Digital Transformation
- f. Cloud first; Multi Cloud
- g. IT Transformation
- h. Legacy Modernization
- i. Workforce Transformation

13)\*Submitter: name, company, email, phone

14)\*\*Session Presenter(s): name, job title, company, email, phone, bio

15) Agree to be a panelist if submission is not accepted but expertise would support another session

16) Provide support documents if applicable. 1 file per submission

For technical support regarding the submission process, please contact:

[boomeworld@boomi.com](mailto:boomeworld@boomi.com).

## Tips and Guidelines

The below information will provide you tip and general guidelines for submitting presentations. Following and providing such information does not guarantee that a submission will be accepted by the conference review committee.

## General Tips

- There is no limit to the number of presentations you can submit.
- The speaking session is expected to be no longer than 45 minutes in duration with a recommended 10-15 minutes of Q&A included.
- Session titles should be descriptive of the content and use common keywords. Examples of useful titles: Boomi Basics: Going Beyond Integration with APIs, Data Management and Workflow Automation or Performance Matters: Scaling Integration Processes to Meet the Needs of Your Business For more examples see the [2017 session guide](#).
- Write a description that is easy to read and describes the value of the presentation. Do explicitly mention what is being discussed and/or what attendees will learn during the session rather than making a blatant marketing or strategy pitch. For example, include mention of product demonstration, case study, customer/partner participation, quantitative facts, etc.
- Use present tense in session descriptions. For example, "In this session, you will learn and hear how..."
- Recommend you do not use first person (I, our, we).
- Recommend you do not include proprietary or confidential material.
- Submitter must secure all necessary permissions for use of proposed presentation materials before submitting.
- Dell Boomi reserves the right to edit all submitted content. Abbreviated product names and unacceptable acronyms will be spelled out in the editing process and will count toward the character limits.
- Verify all contact and content information before submitting.
- *\*Definition of Submitter:*
  - The person submitting the session will be designated as the submitter for that session. This role is used strictly to track the session submitter. The submitter is not the presenter of the session unless they add themselves as a session presenter.

- The submitter will receive confirmation for the entered session but will not receive the presenter invitation and communications after that point (unless they are assigned a presenter role).
- The submitter must assign at least one presenter to each session submitted.
- **\*\*Definition of Presenter:**
  - The person responsible for all session deliverables
  - The person presenting the session at the event. This person should be the lead if there is more than one presenter.
  - The person who will receive all presenter communications.
- **\*\*\*\*Descriptions for Audience:**
  - C-Level (CEO, CTO, etc.): A person in senior executive management with decision making power.
  - Developer: A person involved in software application design, implementation and testing.
  - Program Manager: A person providing temporary, expert consulting and management of a specialized project.
  - System Architect: A person in information and communications technology. Individuals that architect and design information technology solutions and services for organizations possessing strong business and IT background.
  - DevOps: A person with an agile relationship between business development and IT operations.
  - IT / Administrator: A person who is responsible for maintaining and supporting an organizations software applications and / or hardware infrastructure.
  - Marketing / Sales: A person who is involved in marketing and/or selling a product or service or maintaining the customer relationship.
  - Operations: A person who manages the daily business practices of an organization in order to achieve operational efficiency.

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## Tips for Titles and Descriptions

- Observe the character counts for session titles and descriptions. Session titles are limited to a maximum of 149 characters, including spaces. Session descriptions are limited to a maximum of 100 words, including spaces.
- You must use the full Boomi product name at all times.
- You may not create acronyms or abbreviations of Boomi product names.
- In general, you may not use acronyms in session titles and must spell out acronyms at first use in descriptions. Some widely accepted industry acronyms are acceptable, for example, CRM. Unacceptable acronyms will be spelled out in the edit process and will count toward your character limits in titles and descriptions.
- For examples please see the [2017 session guide](#).

## Presenter Consent Form

Coming soon!