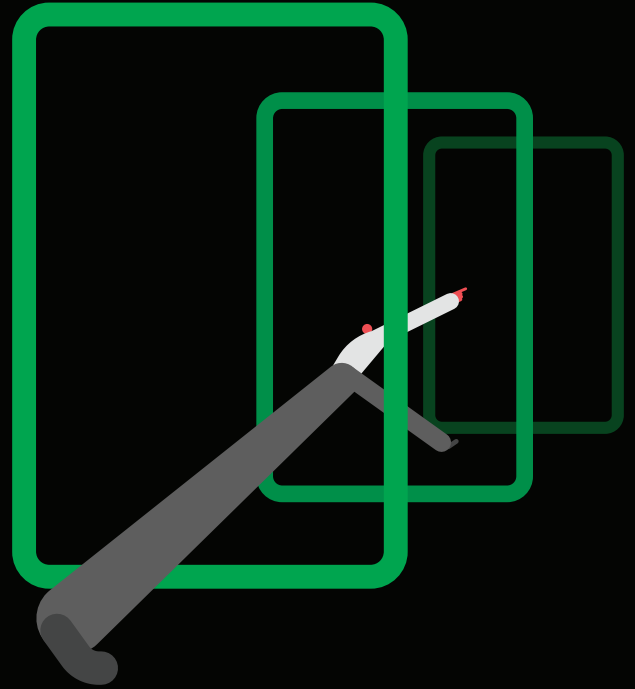


Call for Speakers Guidelines

These guidelines are provided to help you develop a winning Call for Speakers session proposal for Sage Transform 2022.

More information can be found in our [Call for Speakers FAQs](#).



Basic Submission Requirements

- All submission content must be provided in English.
- Abstracts can only be submitted online via the Call for Speakers submission portal. Submissions sent in through other channels will not be considered.
- This year's conference is being planned as a hybrid event offering both in-person and digital experiences. If your breakout or panel session proposal is accepted, the expectation is that your session will be delivered in-person in Orlando, FL. (Lightning Talks are the only session type which will be pre-recorded and posted to our virtual platform for viewing on-demand by both our in-person and virtual audiences.)
- Once submitted, you will be able to make updates to your submission up until **Friday, May 6, 2022 at 11:59PM PDT** when the Call for Speakers closes.

Tips for Creating Successful Proposals

- Take the time to draft well-written titles, abstracts and learning objectives for your proposal. A thoughtful submission has a better chance of being selected.
- Explain in clear language the story you want to tell. What invaluable information will be shared?
- Focus your message on your target audience and how they will benefit from your session.
- Titles that include language such as “introduction to”, “deep dive”, and “case study” are popular examples because they quickly provide key information about the session.
- Avoid starting your session description with, “In this session, we will learn...”. Instead try a rhetorical question or an interesting data point to start your session description. Ensure that what you submit will be what you will present. Nothing upsets attendees more than signing up for a session that is different from advertised.
- Educate—don't sell. Breakout sessions are intended to be educational and are the number one reason attendees sign up each year

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Typical Reasons for Declining Submissions

- Session proposal is poorly written – ideas are not clear, learning objectives aren't established, and grammatical or spelling errors.
- The content is too specialized for the expected audience.
- The session value is not clearly identified.
- The session topic isn't unique or overlaps with another more appropriate abstract.
- Submissions from Marketplace Partners come across as sales pitches for their product/services.

Session Selection and Next Steps

You will be notified no later than June 20, 2022 about the status of your submission. All approved sessions will be assigned a Sage employee as the content reviewer who will work with speakers to finalize their presentations.

Policies

You will be required to agree to the [Session Submission Agreement](#) as part of the submission process. Approved speakers will be required to review and sign a Speaker Agreement.

Approved Lightning Talks will be responsible for providing a recording of their session in .MP4 format after content review approval.