

Call for Presentations Info Session

Karmel James & Patrick Connelly
Southeast Dreamin' Planning Committee



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DREAMIN'**

Introductions



Karmel James

Magic Marketer

#AwesomeAdmin turned consultant who listens to music like a fish lives in water. Currently lives out of her suitcase traveling the US



Patrick Connelly

Session Wrangler

Salesforce developer by day and ... also by night. Proud supporter of open-source. Photographer, runner and recovering cyclist.



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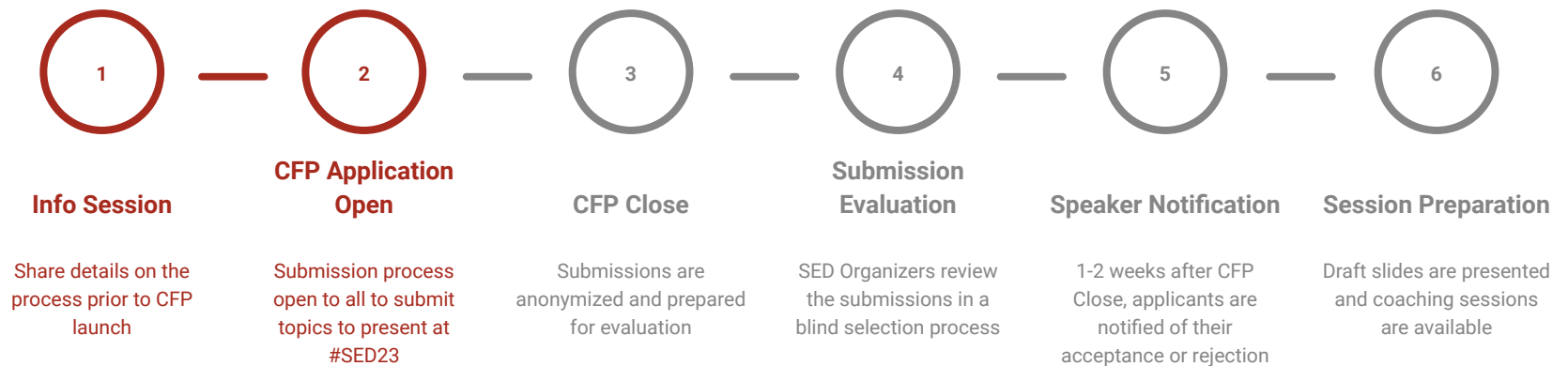
Why?

- Prepare for the opening of Call for Presentations
- Transparency
- Intentional Inclusion

Value

- Clear expectations of the process
- Insider knowledge of how presentations are selected
- Preparation to reduce anxiety

Call for Presentations (CFP) Process Overview



Submission Tracks

Focus Areas

- Admin
- Developer
- Architect
- Business Analyst
- Marketing
- End Users
- Nonprofits

Path to Success

SED strives for sessions including but not limited to....

- Teaching or demoing Salesforce products/features
- Lessons Learned
- Success Stories (both success and failures)
- Case Studies
- Group Workshops
- How-To Guides

AVOID AT ALL COSTS

Selling a product or service
Plagiarism

Evaluation Process



Evaluation Process

Removed from abstracts

- Name
- Company
- Trailblazer Community Awards
(MVP, Golden Hoodie,
Champion Status, etc.)

Selection Scoring

- 5-7 Judges
- Score from 1 - 5
- Scoring Questions
 - Is the topic relevant?
 - Is it unique?
 - How many people would be interested in the discussion?
 - Are the objectives for the attendee clear?
 - If someone attends the session, what value is received?
 - Who benefits from this content?

Evaluation Process

75/25 Split

- Intentional Inclusion
- 75% of selection is blind
- 25% of selection is focused on specific demographics including but not limited to:
 - 1st time speaker ever
 - 1st time speaker at SED
 - BIPOC
 - Female, Trans, & Nonbinary speakers
 - Speakers with disabilities

Selection Notification



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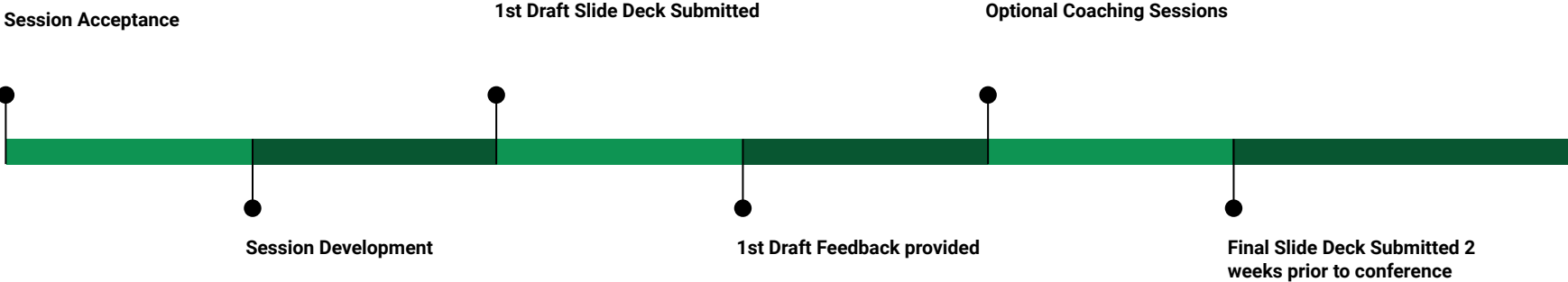


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Selection Notification

- Everyone receives notification in 1-2 weeks after CFP close
- 1 week deadline to accept invitation
- Different presentation formats may be suggested

Session Preparation



1st Time SED Speaker Support

- Required to meet with a session buddy
- Mandatory session dress rehearsal
- Slide deck review



THANK YOU!
Q&A



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