

October 22–25, 2018  
SAN FRANCISCO, CA

ORACLE  
OPEN  
WORLD

## OpenWorld 2018 Call for Speakers Guidelines and Instructions

We are accepting session proposals now! **Submitting a proposal requires an Oracle account, so please login to your Oracle account or create a new account.**

OpenWorld Call for Speakers — Open	February 27
OpenWorld Call for Speakers — Closed	March 22, Midnight PST
Notifications for accepted and declined submissions sent	Mid-May

### Important Information about the Submission Tool

- Each time you log in to the submission tool you will see all the proposals you have submitted to date.
- While the submission tool is open, you may go back and edit previously submitted sessions by clicking on the Title (for sessions that are not under review).
- At any point while submitting a proposal, you may stop and save your submission to complete at a later time. If you stop and save before your submission is complete (before all mandatory fields are answered), your submission will be given a status of "Partial." You can go back and edit this session while the Call for Speakers is open. Any sessions still in "Partial" status after the submission period is closed will NOT be considered.
- Take note of your confirmation number after each submission. If you have any questions or concerns, you will need to include that confirmation number.
- Please note you will receive an email notification regarding your sessions' acceptance or decline.
- RainFocus supports Internet Explorer 11 and Edge, as well as the current versions of Firefox, Chrome and Safari.

**\*Incomplete or late submissions will not be sent to the committee for consideration. Please take the time to make sure all your entries are complete, submitted successfully and on time.**

### New Prerequisite for Partners

If you are an Oracle partner, we encourage you to submit a proposal showcasing an Oracle customer and their success story. As a new prerequisite, partners must either be a confirmed exhibitor or sponsor of OpenWorld 2018 in order for paper submissions to be considered and/or accepted. Please contact Jodi Greenburg at [jodi.greenburg@oracle.com](mailto:jodi.greenburg@oracle.com) for more information about partner speaking opportunities. Stand-alone customer stories will be prioritized, as well as customer case studies involving a broad range or full suite of experience. We encourage you to work with your customers and have them submit their stories focusing on their innovations and business value achieved.

## Data You Need for the Call for Speakers (\*mandatory field)

**Title\*:** Maximum character limit is 80 characters, including spaces (approximately 12 to 17 words)

**Abstract\*:** Maximum character limit is 750 characters, including spaces

**Session Descriptors (Tracks, Audience Level, Role etc)\*:** Please also be prepared to align your proposal to these descriptors.

**Session Type\*:** Describes the format in which the topic will be delivered. Descriptions below.

**(Note:** There is a 3 speaker maximum for all session types except HOLs, which are only available for submission by Oracle Employees. Additionally, once you have submitted your session you will not be able to go back and change your session type.)

**Business Use Case** – This session type describes how a particular Oracle product set or solution can solve specific challenges faced by businesses in all sizes and industries.

**Customer Case Study** – This session type provides an in-depth look into a customer that has utilized an Oracle product solution to achieve particular goals, initiatives, and achieved key results.

**Product Overview** – Provides an overview of a product or family of products covering the range of the solution and how the solution provides value to a business.

**Product Roadmap** – Provides a look into future product development plans including strategic direction and features and functions in upcoming product releases.

**Product Training** – Product training sessions offer drill-down training in areas such as cloud applications, databases, industries, middleware, and cloud platform.

**Special Interest Group (SIG)** \*not available for submission by Oracle Employees- Informal user group-led sessions that provide important updates from group leadership, while allowing group attendees to network and learn from each other in a more casual setting.

**Tips and Tricks** – Focus on the ‘How To’ and ‘How Do I’ questions with tips and tricks from product experts.

There are some additional session types available to employees. Employees can click [here](#) to see their definitions. You must be on the Oracle network to access the document.

### Adding Participants\*

Each submission must have at least one speaker assigned in order to be considered. Please add speakers using their Oracle SSO email address. If a speaker has not previously set up an Oracle SSO account, please confirm their preferred email address. Communications from the Content Team and submission notifications are sent to the email address entered when adding participant information, so it is important to confirm this with the speaker before submitting.

## Session Roles

### Submitter Role:

- The person submitting the session will be designated as the submitter for that session. The submitter is **not a speaker** on the session unless he or she also assigns himself or herself a speaker role.
- The submitter receives confirmation for the entered session and an email notification of the session acceptance or decline.
- The submitter must assign at least one speaker to each session he or she enters.

### Speaker Role:

- The person(s) with the speaker role will be the session presenter(s).
- If the session is selected, Speakers receive a speaker invitation, and future speaker communications.
- Only Speakers on an accepted session will show in the content catalog should the session be accepted.

All speakers must have contact information including name, company name, email address, and mobile number. Speakers will have a chance to update this information later should their session be accepted.

### Speaker Limit:

There is a 3 speaker maximum for all sessions except HOLs, which are only available for submission by Oracle Employees. Please review the Speaker Policy section below for information on complimentary speaker passes.

## Content Program Policies

- All proposals will be reviewed by the Conference Review Committee. Oracle is interested in original proposals showcasing Oracle's products, services, and solutions in original, innovative, and informative ways. Proposals should have a clear focus and tell the audience what they will learn from the session. The committee is looking for proposals from all types of companies and organizations that showcase new ideas and demonstrate a cutting-edge approach.
- We are looking for stories from you regarding topics such as:
  - How you are succeeding with Oracle Cloud Today
  - Your journey to the Oracle Cloud, including your evaluation/decision process, implementation, deployment, adoption, and how you assess the benefits of cloud
  - How Oracle Cloud is accelerating your business transformation
  - How Oracle Cloud has helped you reimagine your business
  - Best practices utilizing Oracle's latest technologies
  - Topics are not limited to these – we are anxious to hear your stories and appreciate the time taken to submit them. Thank you!
- Proposals that excite attendees and provoke discussion are always a plus. The committee wants to see real customer success stories around our latest products.
- Providing such information does not guarantee that a submission will be accepted by the conference review committee.
- Submitter must secure all necessary permissions for use of proposed presentation materials before submitting.
- Verify all contact and content information before submitting.
- Standard presentation time slots are 45 minutes. We suggest allocating 10 minutes for a Q&A period during your presentation. Make sure your topic of discussion can be covered in this timeframe.

- By submitting a session for consideration, you authorize Oracle to promote, publish, display, and disseminate the content submitted to Oracle, including your name and likeness, for use associated with the OpenWorld 2018 conference. Invited speakers (non-Oracle) will be required to review and respond to the Speaker Consent Form. A copy of the form is provided below.
- Up to 3 Speakers will be allowed as a rule on sessions. Non-Oracle speakers on accepted sessions will receive a complimentary pass to the event. In select cases, sessions may have more than 3 speakers with complimentary passes.
- Acceptance of the complimentary pass must be in compliance with the policies of your employer, including conflict of interest, ethics, and gift policies. All speakers from government entities must comply with their own organization's compliance rules and regulations.
- The complimentary pass is limited to one pass per speaker and is not transferable.
- Oracle does not reimburse speakers for travel and expenses. Speakers are responsible for any applicable taxes, customs duties, or other expenses related to acceptance of the complimentary pass.
- If for any reason you need to cancel your speaking engagement, your complimentary pass will no longer be valid.
- Do not include proprietary or confidential material. The submitter is responsible for obtaining necessary permission to use all materials.
- Oracle reserves the right to edit session information.
- All deadlines must be met. Any requests received after the deadline may not be approved, and any missed deadlines can result in cancellation of sessions.
- Oracle reserves the right to cancel a session or speaker if necessary.
- If you want examples of successful titles and abstracts, visit the [2017 Session Catalog](#) to see what was used for sessions presented at last year's event.

## Speaker Consent Form

### **Non-Oracle speakers on accepted sessions will be asked to respond to an agreement like the one below.**

On behalf of myself and my company/organization, which is designated below ("Organization"), and in consideration of my participation in OpenWorld 2018, scheduled to take place October 22<sup>nd</sup> – 25<sup>th</sup>, 2018, in San Francisco, CA (the "Event"), I grant Oracle (and its designated contractors), and its subsidiaries and affiliates under common control ("Oracle") the following permissions in connection with the Event:

1. Permission to make sound and visual recordings of any and all presentation(s) I give in relation to the Event ("Presentation") on film, tape, disk, and/or other forms of media, whether in analog or digital format (the "Recordings"), including permission to incorporate into the Recordings, in whole or in part, any presentation materials that I use in connection with my Presentation, including without limitation any written speeches, visual aids, or other visual or written materials used, performed, displayed and/or provided by me in connection with the Presentation (the "Presentation Materials.")
2. Permission to use and distribute my name, voice, biographic material, likeness, and portrait (hereinafter collectively referred to as my "Likeness") in connection with my Presentation, for the purpose of publicizing or promoting my Presentation(s) at and participation in the Event, including permission to incorporate my Likeness into the Recordings, in whole or in part.
3. Permission to use my Organization's name and logo in connection with my Presentation and incorporate them into the Recordings, for the sole purpose of identifying my Organization, my affiliation with my Organization,

and my presentation at and participation in the Event. Oracle's use of the company name and logo inures solely to the benefit of my Organization.

4. Permission to use, copy, translate, reformat, edit, broadcast, publish, perform, promote, distribute, digitize, transmit, make derivative works based upon, and/or display all or parts of my Presentation, my Likeness, my Presentation Materials, the Recordings, and/or a transcript of the Recordings. This includes, without limitation, the right to make and distribute a DVD, CD, flash memory card, memory stick, PC card, audio tape, video tape, and/or other recording of the Event proceedings that contains the Recordings in whole or in part, the right to distribute the Recordings in whole or in part via download from Oracle's affiliated web sites, and the right to distribute, display, broadcast, rebroadcast, and reproduce the Recordings, in any and all media existing now or later developed, as part of Event proceedings and archives that Oracle makes available on its web sites or elsewhere. Any such use must be in connection with the Event or future versions of the Event, and must not be misleading or reflect negatively on my Organization or me.

I understand that neither my Organization nor I will receive any compensation for granting these permissions. Oracle is not granted any other permissions or rights with respect to my Likeness, my Presentation, the Recordings, or the Presentation Materials.

I represent and warrant that I have the right to the Presentation and Presentation Materials except any Presentation Materials listed herein, that the publication of this Presentation and Presentation Materials will not infringe on the patent, trademark, copyright rights of others, nor is it slanderous, libelous, or an invasion of any person's right of privacy or publicity. I further represent and warrant that I have full power to grant this license to Oracle.

**For additional questions regarding your submission, please contact [speaker-services\\_ww@oracle.com](mailto:speaker-services_ww@oracle.com).**