2021 CALL FOR PROPOSALS
SUBMISSION GUIDE

Questions about the CFP? Contact us at presenters@redhat.com.
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Important dates

Mark your calendars:*  
  - October 7, 2020  Call for proposals opens  
  - November 30, 2020  Last day to submit proposals for consideration  
  - January-February 2021  Proposal decisions sent  
  - March - April 2021  Agenda published on redhat.com/summit  
  - June 15-16, 2021  Breakout sessions live in Red Hat Summit virtual experience

*All dates are subject to change.
Selection process

How the agenda comes together:

- In the weeks after the call for proposals closes, subject-matter experts throughout Red Hat review and rate each submission.
  - Raters include members of customer, partner, sales, product engineering, marketing, and regional teams.
  - Raters consider the originality of the abstract, the experience or expertise of the proposed speaker, and the relevance to event attendees and current technology trends.

- Once rating is completed, the selection committee members review the highest-rated and most-popular sessions and discuss their viability for a place on the agenda.

- There will be a brief period when speakers may be asked to make adjustments to their abstracts in order to be accepted; a committee member closest to the subject will contact them.

- Final decisions will be made in January, and notifications will be emailed to all submitters by mid-February.
SPEAKERS
**Speaker types**

**Lead speaker**
- The lead speaker is the primary expert on the session’s subject and will do most of the talking.
- We will consider the lead speaker the main point of contact.
- Every session must have one (and only one) lead speaker.

**Co-speaker**
- Co-speakers support the lead speaker(s) and add their own unique experiences or ideas to the session.
- A session can have up to 2 optional co-speakers.
- Giving a new speaker a few minutes in your session can give them valuable speaking experience without all the pressure of leading a session on their own!
Know what you’re getting into

By submitting a proposal, you agree to the following (if accepted):

- **New for 2021** Have your session ready to record between March 1 and April 30, 2021.
- Participate in the live chat while your session is being aired* during Summit, June 15-16, 2021.
- Communicate in a timely fashion with the event staff about your session.
- Upload a PDF copy of your presentation prior to the event.**
- Sign and return any required release forms prior to the event.

* We will make our best effort to time your session so that it goes live during business hours in your time zone. If your approved session has speakers in multiple time zones, only one speaker needs to be present.

** PDFs will be made available on our website(s) after the event. Non-Red Hat employees not able or willing to provide slides may be exempt from this requirement.
SESSIONS
New for 2021

We’ve found that not all session types translate well to a virtual format. Therefore, we are simplifying our offerings to just one session type, the breakout session.

Breakout session

Participants: 1 lead speaker + up to 2 co-speakers

A 30-minute presentation with slides, videos, and/or demonstrations. Limit to a specific topic, which can range from high-level customer or partner stories to detailed business or technical technology-centered sessions.

In the virtual platform, speakers will be able to answer audience questions in real time while the session airs.

The session lead should be an expert on the topic, with up to 2 co-speakers to support or add unique experiences or insights.
New for 2021

‘Tracks’ from previous years are now called ‘channels.’

Identify one channel that best fits your session. More information about each channel is later in this guide.

- Cloud-native development
- Developers
- Digital transformation
- Future technologies
- Hybrid cloud infrastructure
- IT automation & management
Topics

Identify up to 3 discussed in your session to help attendees find exactly what they want to see.

- .NET
- Agile
- AI/ML
- Analytics
- API management
- AppStream
- App, data, & process integration
- Application delivery
- Application development
- Application platforms
- Authentication
- AWS
- Azure
- Big data
- Blockchain
- Business automation
- Images
- Infrastructure
- Integration patterns
- Internet of Things
- IT automation
- IT culture
- IT management
- IT processes
- IT strategy
- Java
- Kafka
- Knative
- Kubernetes
- KVM
- Messaging
- Microservices
- Migration
- Mobile
- Multicloud
- Networking/NFV
- Node.js
- Open Innovation Labs
- Open organization
- Open source
- Open source communities
- Open source innovation
- Operator
- Packages
- Provisioning
- Puppet
- Reactive programming
- Run-time
- SAP
- Security
- Serverless
- Service mesh
- Software-defined storage
- SQL
- Subscription
- UI/UX
- Virtualization
- Windows

Red Hat
Audience

Identify up to 2. This session would be best for people who:

- Build applications
- Manage and analyze data
- Manage infrastructure
- Design application/system architectures
- Make final decisions about IT purchases/vendors
- Manage people
- Manage projects
- Serve in an executive (VP or higher) role
- Contribute to community projects
- Provide technical support
- Sell technology or services
- Market technology or services
- Have another enterprise technology role
- Contribute in a non-technical way
Indicate whether your session includes any of these optional elements.

**Customer implementation**: A customer success story that helps attendees see how a concept might be applied in the world, at a high level

**Partner implementation**: A partner success story that helps attendees see how a concept might be applied in the world, at a high level

**Red Hat Services contribution**: A success story that highlights how Red Hat Consulting, Red Hat Training, or Red Hat Certifications contributed to the success of the implementation
Industry

Only select this option if your session caters to a specific industry’s interest (e.g., NFV for telco).

- Academic
- Connected manufacturing
- Construction
- Education
- Financial services
- Government/public sector
- Healthcare
- Hospitality
- Infrastructure Migration Solution (IMS) or Modernization and Migration Solution (MMS)
- Insurance
- IT consulting & services
- Logistics & transportation
- Media & entertainment
- Nonprofit
- Oil & gas/utilities
- Retail
- Sciences
- Technology
- Telecommunications
Technical proficiency level

Let your attendees and viewers know what to expect.

Introductory: Appropriate for all levels
Examples: High-level overviews, roadmaps, customer or partner stories

Intermediate Requires working knowledge
Examples: Sessions that require some conceptual, product, or technology knowledge

Advanced: Requires specialized knowledge
Examples: Deep dives, product internals, performance tuning

Business-focused or non-technical
Examples: High-level conversations about open source, methodologies, and culture
OpenShift Commons Gathering

Culture, community, and collaboration

The OpenShift Commons Gathering will be aired with Red Hat Summit again this year. You can indicate that you’d like your presentation to also be considered for OpenShift Commons Gathering when you submit it for Red Hat Summit. Your presentation can be accepted for Red Hat Summit or OpenShift Commons Gathering, but not both.

A little bit about OpenShift Commons Gathering:

- The OpenShift Commons Gathering brings together experts from all over the world to discuss container technologies, best practices for cloud-native application developers, and the open source software projects that underpin the OpenShift ecosystem.
- The event gathers developers, devops professionals, and sysadmins together to explore the next steps in making container technologies successful and secure.
- If you have a great case study that incorporates OpenShift in its stack, or you want to share your expertise on some aspect of OpenShift technology, consider submitting your talk for consideration.
PROPOSAL AND BIO TIPS
Set clear expectations

What makes your session special?
Do you have an exciting implementation story, a live demo, live polling, or new ways to use a tool? Why should we choose your abstract over others on your topic? The best sessions keep the attendees engaged with multiple delivery methods, so think about what you can offer and build your session around that.

What will the attendee leave with?
Start with 1-2 sentences about the state of the market, IT trends, or recent announcements that make your topic not only relevant, but necessary to learn about. Then, list 3-4 takeaways, starting with an introductory phrase such as: “In this session, we’ll discuss.”, or “You’ll leave this session with ideas to help you.”.

Set expectations that match the audience you want
Make sure they know what to expect. If your abstract promises a high-level customer story, but you spend 30 minutes knee-deep in code, your audience will be frustrated, and the audience you should have had will be in another room.
PROPOSAL TIPS

Be concise and polished

Keep it concise

Ideal session title:

- Length: ≤100 characters
- Attention-grabbing titles don’t have to have a long, detailed subtitle to get your point across.
- Make the title solution-focused, not product-focused.

Ideal session abstract:

- Length: 100-150 words
- Lead off with a problem you’re going to help them solve or a need of theirs you’re going to help with.

Get your abstract to the best you can

Grammar, spelling, and punctuation matter so we know what you’re proposing, but we are mostly judging your content. If your proposal is accepted, our editors will help you get the abstract into shape before it’s published. This means editing for length, basic grammar and punctuation, and style.
Write a great bio

Start with the basics
Introduce yourself with basics like your company, job title, and current or recent projects. And keep it timely; a second-place award last year is more impressive than first-place in 1997.

Convince us
Why are you the best person to give this session? Is it a recent accolade? 20 years of research? Tell us why we should trust you on this topic.

Her point of view impressed us all
Good words always sound better coming from someone else, so write your bio in third person. (e.g. "Samira's robotics team won the state championship in 2016.")

Limit the personal touches
A reader’s attention is fleeting, so don't fill valuable space with info about your dogs or dance certifications (unless those details contribute to your subject matter expertise, in which case please invite me to your session).

Limit the whole thing, actually
Try to limit your bio to 75 words or fewer. That's about 5-6 sentences.
WHAT WE’RE LOOKING FOR
What we’re looking for

Red Hat Summit attendees have a lot on their minds. We’ve compiled topics we’re talking to our customers, partners, and colleagues with the most lately. Do you have great ideas about one of them? If so, you might have a session that’s perfect for Red Hat Summit.

Of course, we’re always looking for things like product demonstrations, intros and deep dives, customer and partner stories, and just plain cool technology.

Our channels for Summit 2021:

- Cloud-native development
- Developers
- Digital transformation
- Future technologies
- Hybrid cloud infrastructure
- IT automation & management
Cloud-native development

- Kubernetes-native continuous delivery, CI/CD
- Microservices (development, deployment, testing, security and management, best practices, patterns, and how-to guidance)
- Microservices (data management, data streaming and caching patterns, best practices and guidance)
- Microservices integration, API design, development, and life cycles, Apache Camel/enterprise integration patterns
- Serverless and functions
- Application migration and modernization
- Service mesh and Istio

This channel will highlight best practices, guidance, strategies, and technologies to improve software application development, integration, delivery, and management on any cloud (public, private or hybrid), in the datacenter, or at the edge. We will focus on helping IT professionals understand the fast changing cloud-native technologies from Red Hat and its partners.

- Knative and serverless
- Operator and operator framework
- Language runtimes and application frameworks
- Event-driven architecture, messaging, Apache Kafka/data streams/pipelines
- AI/ML, Rules-driven intelligent application development, and integration
- Customer implementation, reference architecture, and case studies related to any topics above
Developers

- CI/CD (configuring for serverless, GitOps, security, Tekton/OpenShift pipelines)
- Quarkus & Java (microservices, serverless, Knative)
- Dev tools (toolchain, devfile, workspaces, managing environments, odo, deployment strategies)
- Serverless (debugging, security, Kubernetes and Knative)
- Microservices (debugging, security, Java, Node.js, Python)
- Monitoring applications using Prometheus and Grafana I (provide updates)

Developers will be able to find many ways to improve their skills with technical demonstrations, tutorials, and hands-on experience! This channel will focus on helping software developers gain expertise in all phases of cloud development. We will showcase the technologies, architectures, and processes of cloud native development, as well as lessons on pitfalls and success stories.

- Using Linux in containers (UBI, Red Hat Enterprise Linux, podman, buildah, skopeo)
- Service mesh (getting started, Istio, Canaries, Kubernetes, Kubeflow, Kiala)
- Using Ceph/OpenShift container storage in cloud application design
- Operators (Kubernetes/OpenShift, Operator SDK)
- Integration (EDA and messaging, Event-driven architecture, JuypeterHub, Seldon, Kafka, AI/ML)
Digital transformation must encompass technology, process, and culture—in concert with one another. In this channel, learn how Red Hat’s “open transformation” approach to digital transformation addresses technology, process, and behavioral changes in parallel through its open hybrid cloud architecture, Open Practice Library, and Red Hat Open Innovation Labs.

- Customer-, partner-, or industry-centric story about digital transformation, with examples from before and after Red Hat’s engagement
- How to tie process (human and/or technology) improvement to business goals (customer, partner, or industry stories a plus)
- What is open transformation? How is Red Hat’s approach unique?
- The dangers/risks of not tying business outcomes to transformation efforts
- How analysts look at outcomes (business and IT) and benefits of digital transformation

- Identifying and mitigating the impact of remote work on team dynamics, inclusivity, and digital transformation
- Culture as an imperative for successful transformation (inclusion, transparency, etc)
- Encouraging neurodiversity in technical roles (engineering, support, etc)
Future technologies

- Evolution of distributed systems
- Future of data management, cloud-native, and software-defined storage
- Artificial intelligence/machine learning (AI/ML)
- Edge computing
- Confidential computing (security, privacy, and risk)
- Cloud-native security

Find out how Red Hat, its customers, and its partners are innovating for the future of IT. Discuss pre-product open source technologies and services that are in development and will have a hand in shaping the future of enterprise software and hardware. (This channel is not for sessions about products that are already or soon will be commercially available.)

- Post-Moore’s-Law computing (new co-processing models and unikernels)
- Open source networking and telco (including 5G, NFV)
- e/BPF, eXpress Data Path (XDP), VirtIO
- Innovation in automated operations
Hybrid cloud infrastructure

- Why your operating system choice matters for innovation
- Optimizing performance of Red Hat Enterprise Linux
- Kubernetes and OpenShift fundamentals
- Advanced OpenShift usage
- Edge computing
- Artificial intelligence/machine learning (AI/ML)
- Managing a hybrid cloud environment

Need to run applications anywhere? Learn about the enterprise open source software-based IT infrastructure solutions that you need to be able to deploy to any environment including bare-metal, virtualization, private cloud, public cloud, hybrid cloud, multicloud, and edge clouds.

- Hosted and managed services for hybrid cloud
- Storage and data services for hybrid cloud
- The role of automation in hybrid cloud
- Using Red Hat solutions in the public cloud
- Security and compliance
- DevSecOps
- Telco and NFV
IT automation & management

- Red Hat Advanced Cluster Management for Kubernetes
- Red Hat Ansible Automation Platform & Red Hat OpenShift Container Platform
- Applying DevOps & Agile principles to infrastructure automation
- Automation security and compliance
- Automation & pipelines
- Automation & self-service IT
- Automation analytics & measuring success
- Automation in FSI, healthcare, or public sector (customer success)

- Building Kubernetes operators with Red Hat Ansible
- Developing an automation strategy (communities of practice, automation first, shared success, etc.)
- Managing and automating your Red Hat hybrid/multicloud environments
- Network automation with Red Hat Ansible Automation Platform
- Red Hat Ansible Automation Platform: Getting started
CFP SUBMISSION WALKTHROUGH
Step 1: Create a new account or log in

Tips

- Start [HERE](#).
- Red Hat employees, do not create a new account. Enter your Kerberos ID in the Login box to sign in with SSO.
- Speaker accounts do not roll over from previous years; even if you presented or submitted last year, create a new account.
Tips

- Note the important dates in the submission process.
- Make sure you can meet the speaker commitments if your proposal is accepted.
- Click START to begin the submission process.
Tips

- Respond to the fields to describe your session. Some fields are optional, but more information about your session is better than less in helping to finding a place for it on the agenda.

- If more than one option for a field applies to your session, choose the one(s) most relevant.

- If you have a question about a field after reading its associated help text, check the submission guide for more information.
Step 4: Add speakers

Tips

- Click + ADD PARTICIPANT for each speaker.
- The person submitting is not a speaker by default. If you’re one of the speakers, you must add your own details.
- When entering Red Hat employees, use their official Red Hat email address. Ask them if you don’t know it.
- You must add one lead speaker, and can add up to two co-speakers.
Step 5: Submit and review

**Submission complete**

Thank you for submitting a session for consideration for Red Hat Summit 2021. You will receive an email confirmation of your submission shortly. You may revise your submission until the submission portal closes on November 30 (5 p.m. PST).

Questions? Contact presenters@redhat.com.

**Title**
A very good submission example

**Abstract**
An even better abstract that describes what the session will be about, including what the attendees will learn.

**Channel**
Hybrid cloud infrastructure

**Topic**
API management
Data streaming

This session would be best for people who manage projects.

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**Tips**

- **A confirmation email will be sent automatically to only the submitter’s address.**

- You can continue to edit a proposal until the CFP closes on November 30 (5 p.m. PST).
You’ll hear whether we’ve accepted or declined your proposal in January or February.

Questions about the proposal process? Email us at presenters@redhat.com.

Thanks, and good luck!