

Speakers FAQ

When does the Call for Speakers open?

The Impact 2011 call for speakers opened on October 25, 2010 and closes on **January 7, 2011**.

How do I submit a Call for Speakers proposal?

Proposals must be submitted here: [Call for Speakers](#) . The first step is to create a speaker profile, then add your session proposal and associate it with the profile(s) of the speaker(s).

When is the deadline to submit speaker proposals?

Proposals must be submitted here: [Call for Speakers](#) by **January 7, 2011**.

Who is my target audience?

Technology Program submissions should be targeted at a technical audience consisting of IT professionals such as architects, software engineers, IT executives, server-side and web application developers, administrators, and integrators.

The Technology Program seeks submissions that cover the latest BPM, SOA and cloud computing technical advancements and IT solutions, new product enhancements, and best practices for taking advantage of IBM's BPM, SOA and WebSphere portfolio of products. We are looking for a wide variety of session types, including product integration and implementation success stories, education, lectures, workshops, and hands-on labs. The majority of sessions selected will be in-depth technical sessions, but a few presentations that provide high-level overviews of product functionality and features will also be selected. Sessions covering integration of products across the IBM portfolio are especially welcomed.

For example, an integration-focused session may cover the following:

- Demonstrate how to create a dynamic ESB solution with WebSphere Message Broker as it retrieves service metadata from WebSphere Service Registry and Repository to enforce service level agreements and mediation policies
- Integrate WebSphere Security with Tivoli Federated Identity Manager
- Automate build and deployment of WebSphere Applications with Rational Build Forge

We are also looking for sessions from industry experts with an emphasis on how to implement IBM products to address the unique business requirements and challenges of a wide range of industries, with particular focus on healthcare & life sciences, insurance, banking & financial markets and retail & consumer products.

Technology Program Tracks

- Application Infrastructure
- Application Development
- Connectivity and Integration
- Multi-Channel Commerce and Exceptional Web Experience
- SOA and Governance
- BPM and Decision Management
- Implementing Industry Solutions for Improved ROI

How do I submit for the Forbes Business Leadership Forum?

The Forbes Business Leadership Forum is not accepting direct submissions through the Call for Speakers process. External speakers who have a session they want considered for this program may submit an abstract to the Customer Submissions or Business Partner Submissions category. IBM Speakers who have a session for this program can contact us at impact11@us.ibm.com.

Forbes Business Leadership Forum Tracks

- Business Innovation and Technology Outlook
- Key Strategies for New Growth
- Essential Skills for Innovative Leaders
- Grow Your Business With Next Generation Marketing

How long is each session?

All lecture sessions are 75 minutes, which allows 60 minutes for presentation and 15 minutes for Q&A.

If I am selected as a speaker, does IBM provide a conference pass or any other benefit?

Client speakers who are selected to deliver a conference education session may be eligible to receive complimentary conference registration valued at USD \$2,150. A complimentary conference registration will be offered to the speaker if IBM determines, after legal review of applicable laws, that it is appropriate. The conference organization will inform the speaker about the complimentary registration status and any other documentation that may be required. Conference registration entitles admission to all conference meals, education sessions, EXPO Solution Center, networking events and programs Sunday evening through Wednesday. No other travel or living expense reimbursement will be offered. Only one customer speaker per company, per session qualifies.

I have been selected for a panel session, what does that mean and what do I need to do?

Panel sessions include 3-5 clients who have experiences with a common set of IBM product(s). Panels may also be industry or topic focused, such as a panel on process improvements using IBM BPM software, or a panel on Implementation of SOA Governance. You do not need to prepare a formal presentation - we want you to informally share your experiences and lessons learned. Client speakers who are selected for a slot on a panel may also be eligible to receive complimentary conference registration valued at USD \$2,150.

Each panel will have a moderator, who is usually a subject matter expert from IBM. The panel moderator will contact you in advance to discuss the format of your specific panel session. Typically, the moderator will give a brief introduction to the topic. Then each of the panelists will have the opportunity to introduce themselves and their organization. Following introductions, the moderator will open up for Q&A from the audience and discussion.

What benefits will IBM Business Partners receive?

Business partners are also critical to the success of Impact. We encourage all partners to check out the exciting [Impact 2011 Sponsorships and Marketing Promotional Opportunities](#) that will give you priority consideration in building our speaking sessions this year.

Business Partner speakers who are selected to deliver a conference education session may be eligible to receive complimentary conference registration valued at USD \$2,150. A complimentary conference registration will be offered to the speaker if IBM determines, after legal review of applicable laws, that it is appropriate. The conference organization will inform the speaker about the complimentary registration status and any other documentation that may be required. Conference registration entitles admission to all conference meals, education sessions, EXPO Solution Center, networking events and programs Sunday evening through Wednesday. No other travel or living expense reimbursement will be offered. Only one customer speaker per company, per session qualifies.

Who do I contact if I have questions about my speaker submission?

Please review the [Call for Speakers](#) website for more information on the status of your submission, additional speakers, and important dates and deadlines. If you have any questions about your submission, please email impactspeaker@us.ibm.com.

When can speakers register for the Conference?

Speakers should not register for the event until you receive notification from the IBM Impact Content and Curriculum Team confirming acceptance of your session proposal. At that time, you will receive registration instructions.

I have been accepted as a speaker. How do I register for the Conference?

After you receive your confirmation letter, use the [Impact 2011](#) Web site to register. Select your Attendee Type (client, business partner, IBM employee) and then enter the promotional code you received in your acceptance letter to secure your designated rate.

When do speakers need to submit their presentations?

All final presentations need to be received no later than Friday March 25, 2011. You will receive upload instructions prior to the date due. All presentations must be in pdf format to allow Impact attendees to download prior to the event.

How do I make a change to the PDF presentation if I have already submitted it?

You may upload a new presentation file to the Speaker Central site until April 1, 2011. Any previous version will be overwritten.

What type of equipment will be provided in the session rooms?

Please provide your own laptop computer for projecting your PowerPoint (TM) presentation. The room will be equipped with a microphone, LCD Projector, Screen, and wireless Internet Access.

How do I request additional AV?

Send an email to impactspeaker@us.ibm.com. We will let you know if any charges may apply for additional AV.

When will a comprehensive agenda/schedule be available online?

The agenda preview tool will be live the mid-February 2011. A comprehensive agenda/schedule will be available online the beginning of March 2011.

Is there a conference template for presentations?

As a customer speaker, you may use your organization's own branding. Please include this information on the first slide:

- Impact Session ID Number
- Speaker Name(s)
- Speaker Job Title(s)
- Speaker Company(s)
- This phrase: IBM IMPACT 2011 Conference

IBM Employees will use the Impact 2011 conference presentation template available for download from the Speaker Central website. **All customer and IBM presentations should be in PDF format in order to be posted to the IMPACT website. We ask that you convert to pdf format in order to prevent unauthorized copying of your presentation.** If you do not have Adobe Acrobat, you can use the download the freeware tool [PrimoPDF](#) to convert your slides to pdf format.

When will the presentations be available to the attendees?

Conference presentations will be available for download on the Impact 2011 website in PDF format by April 10, 2011.

When will speakers be notified if their proposal has been accepted?

Notifications will begin January 31, 2011. All notifications, acceptances or declines will be complete by March 1, 2011 (subject to change). We strongly encourage that submissions to be submitted on or before the January 7, 2011 deadline to help us close on our agenda of sessions. All speakers are asked to confirm their participation within 10 days of receiving their acceptance. After individual speakers have confirmed their participation, a confirmation letter will be sent

requesting that they register to attend the conference. Client speakers should not register until they receive notification.

[How do I make a change to the speaker details or abstract information on my Call for Speakers submittal?](#)

Log onto [Call for Speakers](#) to manage and review your submission details until your proposal has been accepted or declined. If you have any questions about your submission, please send an email to impactspeaker@us.ibm.com or call Karen McCracken at (720) 396-4713.

[I just changed the password for my IBM ID but it does not seem to work on the Impact Call for Speakers website.](#)

It can take several hours for a password change to propagate to all IBM websites. Please try again later. You can also try your old password. It may work until the new one takes effect. If you continue to have a problem, you can call 888-426-4409 for help

[What types of sessions have been accepted in previous years?](#)

Here are some examples of session proposals that were accepted for IMPACT 2010. We have provided these to give you a general idea of the types of sessions that may be accepted. Topics will vary from year to year based on the key new product features and technology trends.

Application Development Examples:

- Web 2.0 Enabling Legacy Applications to Re-engineer a Consumer Website
- Early Adoption of Software Development in the Cloud
- Building Applications for Smart Phones and other Mobile Devices
- Successful end-to-end approach to SOA Web Services Development

Application Infrastructure Examples:

- Reduce operational costs by automating application deployments
- Lower TCO and Application Virtualization with WebSphere Virtual Enterprise
- Building Private Clouds
- Building a Flexible Batch Environment with WebSphere XD Compute Grid
- Building High Performance and Scalable Applications

Business Process Management Examples:

- Improving efficiency by Re-engineering with Business Optimization Enabled by BPM
- Enhancing Collaboration between Business and IT Users with WebSphere ILOG BRMS
- Creating Value through Risk Mitigation with WebSphere Business Events
- Success Strategies for WebSphere Process Server Version to Version Migration
- Creating an Agile, Cost Effective Business with System z

SOA and Governance Examples:

- Improving your SOA Solutions by Leveraging Standards
- Enterprise SOA Governance & SLA management
- Enterprise Reference Architecture from Concept to Execution
- Keys to implementation of a modern SOA environment

Connectivity and Integration Examples

- WebSphere MQ File Transfer Edition in a Corporate Retail Environment
- ESB Gateway: WebSphere DataPower with WebSphere Message Broker for Secure SOA Integration
- The complete WebSphere Datapower Story, from SOA to Cloud Computing
- Governed Approach to ESB Adoption using Patterns
- Building a High Performance Exchange with WebSphere MQ LLM

Implementing Industry Solutions for Improved ROI Examples:

Architecture for Legacy and Healthcare Packaged Application Integration with IBM WebSphere
Architecture Strategy to Support Customer-Centered Banking
SOA-enable their IBM mainframe CICS-based banking applications for real-time Internet Banking
Adoption of ESB to meet Rapid Changes in Wireless Industry
Modernizing Healthcare Insurance Sales Process with WebSphere Message Broker

Multi-Channel Commerce and Exceptional Web Experience Examples:

Smart Planet Supply Chain and SOA Integration
Building First SOA Store and Developing a Multi-channel Strategy
Leveraging Social Media to Increase Brand Awareness and Drive Leads
Smarter Retail and Industry Vendor Portals for Better Business Results