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ASIS2017 CALL FOR PRESENTATIONS

ASIS 63rd Annual Seminar and Exhibits

September 25-28, 2017

Dallas, Texas

Closing Date: March 6, 2017

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TODAY'S SPEAKERS

- **Darren T Nielsen, CPP, PCI, PSP, Chair,** 2017 ASIS Seminar & Exhibits Call for Presentations; Manager, Physical & Cyber Security Audits & Investigations, WECC
- **Christine Peck,** Provisional Vice President, Learning, ASIS International
- **Becky Mangan,** CMP, Learning Program Manager, ASIS International

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NEW IN 2017!

- ASIS is looking for....
 - Solutions-based topics that incorporate this year's theme – ***Enterprise Security for a Complex World***
 - Sessions are problem-centric....vs. function and/or topic-centric
 - Outcome focused-business continuity, emerging practices, smart investments, ESRM
 - **We are encouraging NEW, interactive, and innovative session formats**

NEW IN 2017! UPDATED SECURITY SOLUTION TRACKS

- | | |
|--|--|
| • Architecture/Engineering/ Design | • Critical Infrastructure |
| • Active Shooter | • Cyber Security |
| • Business Operations-
Finance/Budgeting/Hiring/
Training/Management/
Professional Development/etc. | • Enterprise Security Risk
Management |
| • Communicating/Demonstrating the
Value of Security | • Hot Topic/Current Event |
| • Crime/Loss Prevention | • Information Security |
| • Crisis Management | • Investigations |
| | • Legal |
| | • Physical Security |
| | • Terrorism |
| | • Workplace Violence |

NEW IN 2017!

- **Presentation history** - Sessions previously presented at ASIS Seminars will not be accepted.
- **Target audience** - Security practitioners at the management and senior/executive levels across the spectrum of security, in both the private and public sectors.
- **Session length** – 60; 75 and 120 minutes.

NEW IN 2017!

- **Event Structure** – Case study, simulation, lecture, panel discussion, technology track, other. We are seeking sessions in particular that have an interactive element to them.
- **Room set** – We now have rooms set in all rounds, mix of theater and standing tables, or alternative seating such as theater in the round.
- **Blind Review** - The review will be blind....meaning speaker names, companies and biographies will not be seen by reviewers. This will ensure fair and anonymous review.

HOW TO SUBMIT A 2017 PROPOSAL

Proposals will be submitted online to ASIS via ConfEx.

<https://asis.confex.com/asis/ansem2017/cfs.cgi>

Deadline March 6, 2017

The entire four-step process must be completed for your submission to be considered complete and reviewed.

WHERE TO SUBMIT

ASIS INTERNATIONAL
Advancing Security Worldwide®

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ASIS International / Education & Events / Speaker Resources / Call for Presentations

Call for Presentations

Attention: Subject Matter Experts

Share your expertise and experience with our exclusive audience of security management practitioners looking for the latest information, cutting-edge strategies, and best practices that will help them succeed in their jobs and demonstrate ROI to their organizations. This ASIS audience includes security practitioners and related professionals from all vertical industries across both the public and private sectors, as well as military and law enforcement professionals.

Submissions open January 16 for:

ASIS 63rd Annual Seminar & Exhibits
25–28 September 2017 | Dallas, TX
Submission deadline: March 6, 2017

[Submit Proposal](#)

Enterprise Security for a Complex World
In today's global threat landscape, it is critical for successful organizations to address security at the enterprise level, looking at every type of risk affecting an organization. From insider threat to cybercrime, terrorist acts to social unrest, infrastructure protection to workplace violence—the challenges are complex and potentially disastrous.

The ASIS International 63rd Annual Seminar and Exhibits (ASIS 2017) will offer best-in-class analyses and solutions to equip security professionals to anticipate, mitigate, manage, and prevent today's complex threats from an integrated enterprise perspective.



SUBMISSION GUIDELINES

- Proposals and presentations must be in English.
- ASIS membership and/or exhibiting is not a requirement for submitting.
- Proposals must be non-sales and non-marketing orientated.
- No fees required to submit a proposal.

SUBMISSION GUIDELINES

- Proposals will be **rejected** if all steps of the proposal submission process are not completed.
- Individuals may submit a **maximum of two proposals** as the primary presenter per conference, but to participate in additional sessions as support or panelists
- Generally, ASIS International does not pay per diem, honoraria, or expenses

PROPOSAL REQUIREMENTS

- **Submitter's Email** – This email is used as the primary contact.
- **Session Title** - The title of your session.
- **Abstract** - 115 words or less, describe the theme and purpose of this presentation. If selected, this information will be used for marketing materials.
- **Intellectual Property Statement** – Certify that the proposal is original work of the submitter or speakers.
- **Three Learning Objectives** – List 3 items attendees will walk away with, learn in the session.

PROPOSAL REQUIREMENTS

- **Business Impact** - Limit to 50 words. One sentence that describes the business impact of the content presented situation, solutions, case, information, etc.
- **NEW Presentation History** - Has this presentation been given before? If Yes, please list event name, organizing group, dates, and location
- **NEW Target Audience** - Indicate the target audience based on the topic/subject matter of the proposal (New to Industry, Mid-Career, Advanced, CSO-Level).
- **Session Length** - 60 minute, 75 minute, or 120 minute session.

PROPOSAL REQUIREMENTS

- **NEW Security Solution Track** - Please select up to 3 (three) tracks that apply to the proposal.
- **NEW Event Structure** - Indicate how the session will be structured and what it will contain. Please note that we are seeking sessions in particular that have an interactive element to them.
- **NEW Equipment and Room Set up** - Indicate any audio visual equipment you will need for your presentation and how you prefer the room to be set.

PROPOSAL REQUIREMENTS

- **Recommendation/Endorsement** – Is this proposal supported by a Council or partner organization?
- **Webinar** - Indicate whether you want your presentation to be considered for an ASIS Webinar.
- **NEW Virtual Presentation** - ASIS is looking to expand its online education delivery presence. We are looking for new topics and speakers who are comfortable / experienced delivering education virtually and in innovative formats. Choosing this option does not eliminate the entry from consideration for other session formats.

PROPOSAL REQUIREMENTS

- **NEW Recording of Presentation** - ASIS International would like to digitally record your presentation and make the recording available on the Internet following the conference.
- **Business Sector**- Indicate the business sector(s) that the proposal will address.
- **Presenter Information** - Contact information and bio of all session presenters.

WHAT MAKES A GOOD PROPOSAL?

To increase chances of having your proposal selected, consider the following:

1. Write the proposal assuming the audience/reviewers know nothing about the topic and speakers.
2. Complete the full proposal process. The process has multiple steps. Make sure you complete all of them. If proposals are incomplete, a message will be sent from the system. If the proposal has not been completed by the submission date, it is removed and will not be evaluated.

WHAT MAKES A GOOD PROPOSAL?

3. Complete all fields. List all speakers by name with full contact information and biographies. Speakers listed as To Be Determined, missing company information, or missing bio information will result in the proposal receiving low scores by reviewers.
4. Proposals with practitioners are favored.
5. Proofread! Proposals with lots of typos are downgraded!

WHAT MAKES A GOOD PROPOSAL?

6. Diverse/multiple speakers. Having a panel allows for multiple points of view to be discussed. Having a diverse panel with practitioners as well as manufacturers is favored.
7. For titles: Get to the point and don't try to be clever.
8. Deliver a session in a format other than a straight lecture. Case studies, role playing, etc. are favored and can be combined with some lecture.
9. Individuals will normally be allowed to speak in two separate sessions. We have to "spread the wealth" and try to get as many different speakers as possible.



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COUNCIL SPONSORED PROPOSALS

Be sure to indicate Council support in your proposal in the section titled Recommendation/Endorsement.

Council sponsored sessions will also go through the review process!

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ONLINE REVIEWERS

- Council members and other ASIS members
- Members can review even if they have submitted a proposal. If you receive your proposal, just recuse yourself.
- **March 1** - Sign up through SignUp
<http://signup.com/go/whN2iH>
- ASIS HQ staff will verify council membership and finalize participants
 - 100 proposals
 - 50% discount off Seminar registration
 - 4 CPE credits

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WHO EVALUATES THE PROPOSALS?

Online Council Reviewers

- 75-100 people.
- 1-3 reps per council, CVP's, other members who have requested
- 50% discount off Seminar registration
- 4 CPE credits
- Online reviewers review 100 random proposals
- Each proposal has 30-40 people review it

Selection Committee

- Comprised 10-15 members.
- CVP's, past council chairs, BOD members, CSOs, young professionals

EVALUATION CRITERIA ONLINE COUNCIL REVIEWERS

- Proposals evaluated on a six point scale on the following criteria:
 - Appeal
 - Clarity of Proposal
- Reviewers then may write comments.
- **New this year!** The review will be blind....meaning speaker names, companies and biographies will not be seen by reviewers. This will ensure fair and anonymous review

EVALUATION CRITERIA SELECTION COMMITTEE

Proposals evaluated on the following criteria:

- **Initial Online Review Score** - the final score from the initial review and comments written by reviewers.
- **Past Speaking History** - speaker's history and evaluation scores at past ASIS events
- **Appeal** - the subject is important and timely and is of interest to security professionals.

EVALUATION CRITERIA

- **Clarity of Proposal** - the session description and title are clearly defined. Presentations cannot be used to promote specific products or companies.
- **Diversity of Speakers** - a variety of speakers including practitioners who bring different perspectives to a subject.
- **Council Sponsorship/Recommendation**
- **Exhibitors** - companies that are participating in the exhibit portion of the event (if applicable).

SPEAKER NOTIFICATION & BENEFITS

Speakers of accepted proposals will be notified the week of April 24. Speakers will confirm their participation to finalize the process.

Speaker Benefits

- 25% discount off ASIS2017 Registration for each session
- 3 Continuing professional education Credits for each hour of instruction

Note: Maximum discount available is 50% in any combination of discounts (speaker, reviewer, moderator, etc.)

CALL FOR PRESENTATIONS STATISTICS

	2016 Orlando	2015 Anaheim
Sessions total	170	135
Reserved for HQ	27	21
Sessions open	116	114
Proposals submitted	501	495
Acceptance rate	23%	23%
Sessions held for future hot topics	27	20
Average accepted score out of 6	4.24	4.34
Reviewers	91	74

ASIS16 INFO

- **Most Popular Session Topics**
- Active Shooter
- Writing Policies & Procedures
- Soft Target Hardening
- Relating Risk & Vulnerability
- Ensuring Security Metrics Are Credible and Defensible
- Masterminding the Security Plan
- Managing Facility Expectations During a Crisis or Emergency
- **Highest Rated Sessions**
- Identify and Research Threats Via Open Source Intelligence
- September 11, 2001: White House - Lesson in Crisis Leadership
- Transitioning from Military to Civilian Employment
- Nobody to Somebody: Mitigating Workplace Violence
- Protecting the U.S. Power Grid from Physical Attack
- Active Shooters: Federal Lessons Learned; Business Best Practices
- Behavior Detection and Assessment: Protecting Mall of America

2017 TIMELINE

DATES SUBJECT TO CHANGE

March 6

- Submit your completed proposal to <https://asis.confex.com/asis/ansem2017/cfs.cgi>

March 7 - 29

- Online review and selection committee meeting

Week of April 24

- All proposals speakers will notified of status

2017 TIMELINE

DATES SUBJECT TO CHANGE

May 8

- Accepted proposal speakers must confirm participation

August

- Upload PowerPoint presentations & handouts
- Notify ASIS of any media restrictions
- Update biography if necessary

April - September

- Make hotel reservations
- Register for ASIS 2017

OTHER ASIS CALL FOR PRESENTATIONS

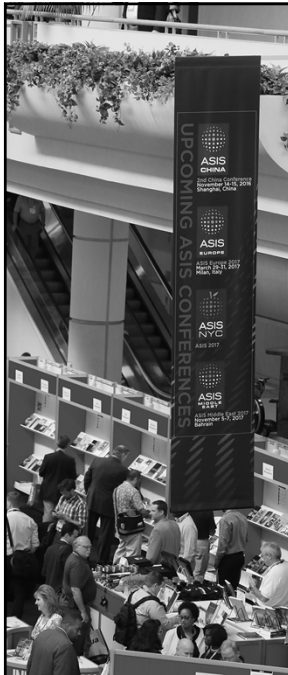
2017 Middle East – November 5-7, 2017

- Closes January 31, 2017
- Submit proposals at
<https://asis.confex.com/asis/midea-st2017/cfs.cgi>

2018 Europe – March 2018

- Opens April 2017
- Closes September 2017

Check <http://bit.ly/ASISCallForPresentations> for current open Calls and deadlines



QUESTIONS?

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