



ASIS International Call for Presentations Information

ASIS International

Annual Seminar & Exhibits

Call for Presentations

ASIS International Seminar & Exhibits is the world's most influential event for security professionals -- bringing together more than 20,000 industry specialists. From pre-seminar intensive courses, certification reviews, and tours to high-profile keynote presentations and more than 250 education sessions, ASIS delivers the forward-thinking solutions and intelligence security professionals need to face challenges and mitigate risk.

ASIS is seeking articulate subject matter experts to speak on current or emerging issues of importance to the security profession. Proposals will be accepted for presentation based on industry relevance, timeliness, and expertise of the speakers. Emphasis is given to intermediate and advanced level content presentations, case studies, and panels with diverse speakers. *Sales presentations are strictly prohibited.*

ASIS International 2012 Seminar & Exhibits (ASIS 2012) Statistics

- 167 slots total possible
- 137 selected
- Approximately 30 slots reserved for HQ topics (Standards & Guidelines, Certifications, What's New on the Floor, etc.)
- 10-20 slots reserved for future use (current events closer to Seminar date, new hot topics, etc.)

ASIS 2012 Stats

- 606 proposals submitted for the 137 available openings.
- 22% acceptance rate.
- Scored on a 6 point scale, the highest accepted proposal score was 5.19, lowest 2.83.
- Average accepted proposal scored 4.21.

View the ASIS12 Education Line-up

<http://bit.ly/ZA1f8R>

ASIS 2012 **ASIS INTERNATIONAL**
58TH ANNUAL SEMINAR AND EXHIBITS
September 10–13, 2012 | Philadelphia, PA

Registration Exhibits Conference Program Events Hotel and Travel News

Search by Session Title

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Session Title Search: [Search](#)

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z 0 1 2 3
4 5 6 7 8 9 0

Start Time	Session Title	Session #	
Monday, September 10, 2012 11:00 AM	Are High Tech Industries Changing Physical Security?	2105	View
Monday, September 10, 2012 11:00 AM	Security Manuals and Post Orders	2106	View
Monday, September 10, 2012 11:00 AM	Are You Ready for What's Next? Emerging Federal Regulations and Your Business	2107	View
Monday, September 10, 2012 11:00 AM	Effective Crisis Management	2108	View
Monday, September 10, 2012 11:00 AM	Watch Us Build an Effective Security Performance Metric, Then Build Your Own	2109	View
Monday, September 10, 2012 11:00 AM	Hiring America's Heroes	2110	View
Monday, September 10, 2012 11:00 AM	Conducting Investigations and Background Checks Through Social Media	2111	View

ASIS12 Education Sessions Recordings



Purchase access to one or more
education sessions from ASIS12 at
<http://asisstore.confex.com/asisstore/>

Presentation Info



- Actual final number of sessions depends on each city's space
- Typically, we have 15 to 20 sessions, during 3 times slots, on three days
- Sessions are 60 and 75 minutes in length
- Topics requiring more time can be considered as a series, ie Part 1, Part 2, Part 3

Types of Presentations



Participants prefer interactive formats with a Q&A segment to lecture formats. The selection committee will, in part, evaluate the proposal on opportunities for exchanges among audience members and between audience members and the presenter.

- Case Study - An intensive analysis of an individual unit or situation.
- Panel - A small group of presenters shares information with the audience, which might be asked to offer their views.
- Lecture - Informative and instructional speech.

Types of Presentations



- Debate - The audience is divided into groups to debate both sides of a topic.
- Round Table - A facilitator encourages the sharing of information within and among groups.
- Mock Trial and Situation - Create a situation such as a trial or investigation and have the audience plan or assess the process and outcomes.
- Role-Play - Individuals act out situations to illustrate points.

Session Topic Areas



Sessions may fall into but not limited to the following topical areas (in alpha order):

- Architecture/Engineering/Design
- Crime/Loss Prevention
- Crisis Management
- Critical Infrastructure
- Global
- Government/Military
- Homeland Security
- Information Security
- Investigations
- Management
- Physical Security
- Professional Development
- Systems Integrator
- Terrorism

How to Submit a Proposal



- Proposals will be submitted online to ASIS via ConfEx.
- <http://www.asisonline.org/education/programs/callForPresentations.xml>
- Deadline February 11, 2013
- The entire three-step process must be completed for your submission to be considered complete and reviewed.

Where to Submit



ASIS
INTERNATIONAL
Advancing Security Worldwide®

The fast lane to growing your video surveillance business



www.ax.is.com/encoders

Member Login

Member # Password

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- Security Management
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- ASIS Foundation
- Industry Events

Call for Presentations

You've spent years honing your skills as a security professional. Now share your experience and knowledge by submitting a proposal for consideration as a presentation at an ASIS education event.

The purpose of these conferences is to provide high-quality education and networking opportunities for security professionals. Our multiple day, multiple track format offers a self-directed, facilitated learning environment with education sessions, interactive forums, and, in the case of the Annual Seminar and Exhibits, extensive exhibition. Education sessions, designed to transcend all industry sectors, focus on current and emerging issues, best practices, and challenges facing security practitioners and others who are responsible for security. Presentations are designed for all levels of experience - from fundamental to intermediate to advanced topics.

An individual may submit a maximum of two proposals as the only or primary presenter per conference. These individuals are allowed to be part of additional sessions as panel participants.

General Submission Guidelines

- Proposals must be in English only.
- Proposals should describe original work.
- The submitter is strongly encouraged to compose the abstract text in his/her own word processor before submitting it online. Be sure to check spelling, word count, and conformance with the guidelines given below.
- All proposals must be non-sales or marketing orientated.
- Generally, ASIS International does not pay per diem, honoraria, or expenses.
- There are no fees required to submit a proposal.
- ASIS membership and/or exhibiting is not a requirement for submitting.
- Your proposal will be rejected if all steps of the proposal submission process are not completed.

ASIS is using a new collection company and process this year. A wiki has been developed to walk you through the process. [Click here](#) for more information.

ASIS International 59th Annual Seminar and Exhibits
September 24-27, 2013 (Note Tuesday thru Friday schedule)
Chicago, IL
Submission Deadline: February 11, 2013

[Submit an abstract](#)

ASIS International 6th Asia-Pacific Forum and Exhibition
December 3-5, 2012
Hong Kong, China

EDUCATION

- Education Main
- ASIS Programs
 - ASIS 2012
 - 2012 Hong Kong
 - European Conference
 - 2013 Gothenburg
 - Middle East Conference
 - 2013 Dubai
 - New York Conference
 - 2012 NYC Expo
 - 2013 NYC Expo
 - Wharton/ASIS Program for Security Executives
 - Effective Management for Security Professionals
 - Call for Presentations
 - Call for Demonstrations
 - eLearning
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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
- 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 are allowed being part of additional sessions as panel participants.
- Generally, ASIS International does not pay per diem, honoraria, or expenses

Proposal



- **Session Title** - The title of your session.
- **Webinar**- Indicate whether you want your presentation to be considered for an ASIS Webinar.
- **Poster Session**-In its 2nd year, we will have a poster session in the exhibit hall.
- **Education Level** - Indicate the educational level of the presentation (fundamental, intermediate, advanced)
- **Session Length** - 60 minute or 75 minute session.

Proposal



- **Summary** - One sentence that describe the presentation content. Limited to 25 words.
- **Abstract** - 100 words or less, describe the theme and purpose of this presentation. If selected, this information will be used for publications.
- **Three Learning Objectives** – List 3 items attendees will walk away with, learn in the session.

Proposal



- **Equipment** - Indicate any audio visual equipment you will need for your presentation.
- **Subject Matter** - Indicate the subject area(s) that the proposal will address.
- **Presenter Information** - Contact information and bio of all session presenters.

Series/Multi-Part Sessions



ASIS Councils or other groups that want to consider a track of sessions or a multiple set of sessions should do the following:

- Submit each session as a separate proposal
- Name each session so it is obvious to reviewers (example: Cyber Series: Cyber Risks in Critical Infrastructure, Security Architecture & Engineering Part 1: Basis of Security Design)
- Submit information to HQ: Why you would like a track, how attendees will benefit, and all proposal titles submitted for the track.

Evaluation Process



There is a 2 step evaluation process

1. On line Review Committee
2. Selection Committee

Who Evaluates?

On Line Review Committee

- 75-100 people. 72 reviewers in 2011, 91 reviewers in 2010
- Council representation: 1-3 members, CVP's, Other members who have requested
- 50% discount off Seminar registration
- 5 CPE credits
- Online reviewers review 200 random proposals
- Each proposal has 30-40 people review it

Who Evaluates?

Selection Committee

- Made up of 10-15 members. We had 11 committee members in 2011, 15 committee members in 2010
- Committee has included CVP's, past council chairs, past presidents, CSO , young professionals
- Let your CVP know your Council's top recommended sessions so they can be your advocate during the discussions.

Evaluation Criteria

ONLINE

Proposals evaluated on a six point scale on the following criteria:

- Appeal
- Clarity of Proposal

Reviewers then may write comments.

Evaluation Criteria

ONLINE

We clarify the 6-point scale as follows:

1. Not Accepted (not new, not relevant, unvetted, no need to spend time rating it)
2. Acceptable with conditions (relevant topic, but needs more information or credible presenters)
3. Above Average (documented research or practical application, and credible presenters)
4. Very Good (relevant topic but small audience appeal)
5. Superior (hot topic that is a must see for all)
6. Excellent (relevant topic or best practice)

Evaluation Criteria

SELECTION COMMITTEE

Proposals evaluated on the following criteria:

- Initial Online Review Score - the proposals' 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

SELECTION COMMITTEE

- 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).

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. Don't assume they know what you are talking about and who you are.
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. Don't get cute/catchy with the titles/descriptions. Get to the point and don't try to be clever.
8. Something other than a straight lecture. Case studies, role playing, etc. are favored.
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.

Workplace Violence Prevention and Intervention Standard - Case Study



Workplace violence, in its many forms, presents one of the most challenging security, human resources, and legal problems that an organization can face. ASIS International and the Society for Human Resource Management (SHRM) jointly developed an ANSI Standard for Workplace Violence Prevention and Intervention. Its goal is to help organizations develop a workplace violence prevention program and to implement effective strategies for intervening in incidents. Through a case study based on the experience of Purdue Pharma L.P., this session provides a real-life application of the ANSI/ASIS standard.

NOTE: This session had the highest attendance at ASIS 2012.

Understanding Islam: History and Radicalization

Part II, How does it affect YOU?

Iran with Nuclear Weapons? State-sponsored terror attacks on the American Homeland? The Muslim Brotherhood emerging from the Arab Spring in control of both governments and major oil reserves? This hard-hitting and fast-moving presentation will take a no-holds barred look at the re-emergence of Jihad fueled by over 11 trillion dollars sent to OPEC since 1973, as well as the effect of the exploitation of western technology and millions of Muslim migrants settling in the West. We'll discuss the re-emergence and rapid spread of Jihadism in the last century, Iran's efforts to spread its influence and obtain nuclear weapons, the threat of an unstable Pakistan and examine Al Qaeda and franchise groups that threaten North America and our allies. Understanding these dynamics and their potential outcomes are critical to every member of the security and law enforcement communities.

NOTE: One of most popular sessions, this speaker scored the highest at ASIS12.

Internal Review Report Example

Example of the report used during the selection committee. See score, summary, speakers, comments.

This proposal was sponsored by the Security Architecture & Engineering Council Part 2 of their 3 Part series

Session Title: Security Architecture and Engineering, Part 2: Systems Design and Engineering

Session Average Score: 4.354839

Session Description: The second of a three-session mini-track covering the security system design process, this session deals with design development including preparation of documentation for a complete bid package.

Abstract: You've established your security system requirements. Now they must be met in the design of your system. Learn how a security system design is developed and how bid and construction documents are prepared. Explore how to achieve a good design and establish requirements for hardware and software, operation and technical procedures, facility support and construction. Hear about design documentation such as engineering drawings, equipment bid specifications, bill of materials, installation specifications and cost estimates.

Education Level: Basic

Learning Objectives 1: At the end of this session participants will be able to understand how a security system design is developed.

Learning Objectives 2: At the end of this session participants will understand how to establish requirements for hardware and software, operation and technical procedures, facility support and construction.

Learning Objectives 3: At the end of this session participants will be able to understand design documentation such as engineering drawings, equipment bid specifications, bill of materials, installation specifications and cost estimates.

Subject Matter 1: Architecture/Engineering/Design

Subject Matter 2: Physical Security

Speaker: R. Pearson;

President, The Protectorate Corporation, Richardson, TX.

Speaker: F. Carpency;

Principal and Chief Engineer, Carpency and Associates, LLC, Gaithersburg, MD.

Reviewer Comments:

OK; but did not get part one or three to properly evaluate. 2

Mainstay.

Mini track in system design and the bid process -good one

This session offers some very important and fundamental information to PSP candidates and security practitioners, generally.

Third in a series - credible presenters

Council Sponsored, great subject, great speakers.]

Internal Review Report Example

Positive Comment Example

- Outstanding topic
- Very relevant
- Qualified presenters

Reviews with Comments for Presentation ID: 24959

Score	Comments
4.00	Getting the support of the CEO can be difficult. Program could be of interest to many. Panel seems credible.
4.00	Common topic but qualified presenters
6.00	I can't wait to see this one, please watch the scheduling and don't put a bunch of hot topics in the same time slot. People will line up to get into this one, I laughed out loud reading the abstract, it looked so interesting.
6.00	Outstanding topic that will benefit all who attend - metrics help us sell security!
2.00	Too executive-level "out of touch" for me.
6.00	Always a great topic for security professionals.
5.00	Very interesting subject with wide appeal. Who is the fourth presenter - only three bio sketches
5.00	Very relevant and useful to most disciplines
5.00	It is certainly a relevant topic and timely. Well credentialed speakers, although it would have more appeal if one of the co-presenters had more small business experience.
6.00	Important emerging topic worthy of support

Internal Review Report Example

Negative Comment Example

- Typical comments
- Too narrow of focus
- There were typos
- People are concerned about this being a marketing/sales pitch

Reviews with Comments for Presentation ID: 24659

Score	Comments
5.00	There are secure rooms and there are secure rooms such as SCIFs. The threat to physical assets, valuables and information exists. Any organization should take note and be prepared.
4.00	This would be a good topic for a Banking & Financial Services Council Training Session. Not much appeal to anyone else.
5.00	Comments: I'm really motivated to attend this session, sounds very interesting!
2.00	Most of these issues are primarily the responsibility of insurance companies. Terrorists are not nearly the problem that insiders are. Refocus towards the insider threat to get a higher rating.
4.00	Not a large audience for a narrow topic and a criminal no longer a threat.
4.00	Limited audience for sure, but the presenter seems well versed.
2.00	Not sure if many people will find this topic of interest
4.00	being a case study increases the interest level.
2.00	Seems quite specialized; relevant to some, but not a high percentage of seminar attendees.
3.00	limited audience to those who deal with cash vaults
4.00	Good topic that has appeal to several different industries.
2.00	May be a little broad and not sure exactly is going to be covered. May be a case study.
5.00	Good topic in today's fiscal environment.
1.00	very specific audience - limited appeal
2.00	Too niche integrate with another

521



2013 Timeline

February 11

Submit your completed proposal to

<http://www.asisonline.org/education/programs/callForPresentations.xml>

February 12 – March 15

Online review and selection committee meeting

Week of April 1

All proposals speakers will notified of status



2013 Timeline

Week of April 8

Accepted proposal speakers must confirm participation

August

Upload PowerPoint presentations & handouts

Notify ASIS of any media restrictions

Update biography if necessary

September

Register for ASIS 2013



Other Call for Presentations

2013 Middle East – Dubai, UAE

- Closed

2013 Europe – Gothenburg, Sweden

- Closed

2013 Asia Pacific

- Will open spring 2013

Check

<https://www.asisonline.org/education/programs/callForPresentations.xml> for current open Calls and deadlines



Questions?

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