



ASIS International  
Call for  
Presentations  
Information

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ASIS International Seminar &  
Exhibits Call for Presentations

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ASIS International Seminar & Exhibits is the premiere event for security professionals' education and networking -- bringing together more than 20,000 industry specialists. From pre-seminar one-to-two day intensive courses, certification reviews, and tours to keynote sessions throughout the week, and more than 250 education sessions, ASIS delivers the total security landscape.

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 Seminar & Exhibits Statistics

### 2014 - ATLANTA

- 162 Sessions total
- 19 reserved for HQ
- 101 sessions open
- 534 proposals submitted
- 18% acceptance rate
- 155 council sponsored proposals
- 26 sessions held for future hot topics
- Average accepted score 4.19 out of 6
- 78 reviewers
- Each proposal reviewed by 20+ ppl

### 2013 - CHICAGO

- 135 Sessions total
- 34 reserved for HQ
- 83 sessions open
- 515 proposals submitted
- 16% acceptance rate
- 89 council sponsored proposals
- 18 sessions held for future hot topics
- Average accepted score 4.08 out of 6
- 70 reviewers
- Each proposal reviewed by 20+ ppl

## View the ASIS14 Education Line-up

<https://asis.confex.com/asis/ansem2014/webprogram/meeting.html>

Click on the titles to view description, listen to recording, & view handouts

ASIS INTERNATIONAL 60TH ANNUAL SEMINAR AND EXHIBITS SEPT 29-OCT 02 ATLANTA GEORGIA

Start | Browse by Day | People | Poster Index | Browse Handouts

Post-Seminar Recordings: Purchase DVD of recorded sessions (includes online access)

The 'early birds' discount expires on Thursday, October 2, 2014

Single session access purchasing is available 2-3 weeks after the event (\$19 for members, \$39 for non-members.) Click the session title to proceed.  
NOTE: Only sessions with the folder icon in front of the title granted recording permission and are available to view/purchase.

Monday, September 29, 2014

9:00 AM-9:30 AM	ST01	Solutions Theater: Insider Threat Speaker To Be Determined
9:30 AM-10:30 AM	2149	[ESC]2: Birds of a Feather - Apts, Aets, Zero Day Exploits Brian Noneman
10:00 AM-10:30 AM	ST02	Solutions Theater: Electronic Access Control Impacts on LEED and Sustainability Alaron Smith
10:15 AM-11:15 AM	CP01	Career Pavilion: Your Path to the Top: CSO/CISOs Discuss Career Paths Stevie Chupe, CPP, Mr. Mike Howard, Alexandra Whyte and Samuel Kelly
11:00 AM-11:30 AM	ST03	Solutions Theater: Operational Video Using Thermal Cameras David Dorn
11:00 AM-12:00 PM	2101	Implementing the ASIS Physical Asset Protection and Workplace Violence Prevention & Intervention Standards Glenn Faber, CPP and Dan Anenovski, CPP

## View the ASIS14 Education Line-up

Click here to purchase full access or a DVD of recordings

ASIS INTERNATIONAL 60TH ANNUAL SEMINAR AND EXHIBITS | SEPT 29-OCT 02 | ATLANTA GEORGIA

Start | Browse by Day | People | Poster Index | Browse Handouts

[Post-Seminar Recordings: Purchase DVD of recorded sessions \(includes online access\)](#)

The 'early birds' discount expires on Thursday, October 2, 2014

Single session access purchasing is available 2-3 weeks after the event (\$19 for members, \$29 for non-members.) Click the session title to proceed.  
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Monday, September 29, 2014

Monday | Tuesday | Wednesday | top

9:00 AM-9:30 AM	ST01	<b>Solutions Theater: Insider Threat</b> Speaker To Be Determined
9:30 AM-10:30 AM	2149	<b>(ISC)2: Birds of a Feather - Apts, Aets, Zero Day Exploits</b> Brian Monkman
10:00 AM-10:50 AM	ST02	<b>Solutions Theater: Electronic Access Control Impacts on LEED and Sustainability</b> Aaron Smith
10:15 AM-11:15 AM	CP01	<b>Career Pavilion: Your Path to the Top: CSO/CISOs Discuss Career Paths</b> Steve Chupa, CPP, Mr. Mike Howard, Alexandra Whyte and Samuel Kelly
11:00 AM-11:50 AM	ST03	<b>Solutions Theater: Operational Video Using Thermal Cameras</b> David Dorn
11:00 AM-12:00 PM	2101	<b>Implementing the ASIS Physical Asset Protection and Workplace Violence Prevention &amp; Intervention Standards</b> Glenn Faber, CPP and Dan Aronovski, CPP

## 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):

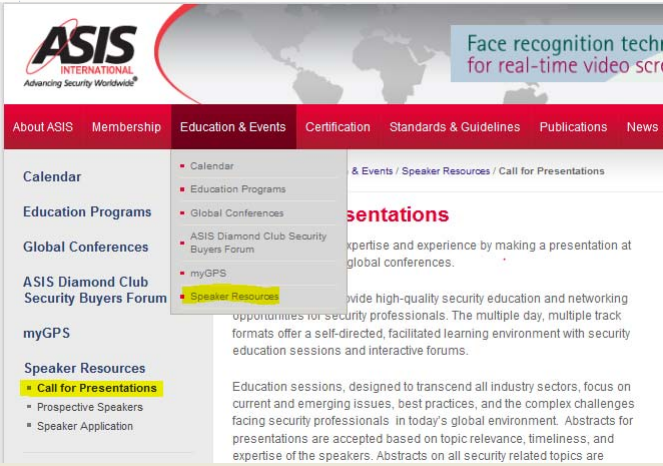
- Architecture/Engineering/Design
- Crime/Loss Prevention
- Crisis Management
- Critical Infrastructure
- Global
- Government/Military
- Homeland Security
- Information Security
- Investigations
- Management
- Physical Security
- Professional Development
- Systems Integrator
- Terrorism

## How to Submit a Proposal

- Proposals will be submitted online to ASIS via ConfEx.
- <https://asis.confex.com/asis/ansem2015/cfp.cgi>
- Deadline February 9, 2015
- The entire three-step process must be completed for your submission to be considered complete and reviewed.

## Where to Submit

<http://bit.ly/ASISCallForPresentations>



The screenshot shows the ASIS International website. The main navigation bar includes: About ASIS, Membership, Education & Events, Certification, Standards & Guidelines, Publications, and News. The 'Education & Events' menu is expanded, showing options like Calendar, Education Programs, Global Conferences, ASIS Diamond Club Security Buyers Forum, myGPS, and Speaker Resources. The 'Speaker Resources' option is highlighted, and a sub-menu is visible with 'Call for Presentations' selected. The main content area features a banner for 'Face recognition technology for real-time video screening' and a section titled 'Call for Presentations' which encourages security professionals to share their expertise and experience by making a presentation at global conferences. It also mentions that ASIS provides high-quality security education and networking opportunities for security professionals.

## 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.
- 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** - You have the option to be considered for a poster presentation. ASIS's objective for the Poster Presentation is to offer students, practitioners, manufacturers (R&D), and researchers an opportunity to share significant research and/or a narrow focus of work of limited interest with their fellow security colleagues.

## Proposal

- **Tech Talks** – For proposals not selected, you have the option to be considered for a Tech Talk presentation. ASIS's objective for the Tech Talks is to offer practitioners, manufacturers (R&D), and researchers an opportunity to share significant research on new & innovative technologies and practices with their fellow security colleagues. Sessions will focus strictly on security technology. Tech Talks will take place in the Solutions Theater on the Exhibit Hall Floor. These are short presentations, no more than 50-minutes.
- **Solutions Theater** - For proposals not selected, you have the option to be considered for a Solutions Theater presentation. ASIS's objective for the Solutions Theater Sessions is to offer Practitioners, manufacturers (R&D), and researchers an opportunity to share their best practices & new research for security issues. Situations and Solutions to the issues should be included in the presentation. The presentation should not include the products brand names. These are short presentations, no more than 50-minutes. They will take place in the Solutions Theater on the Exhibit Hall Floor.

## Proposal

- **Presentation Park** - ASIS's objective for the Presentation Park is to offer Exhibitors the chance to demonstrate research or a specific product and to showcase their company. Exhibitor Demos should be purchased (\$1,250) by contacting Mark.Mayhew@asisonline.org, but session must also be approved through this portal. Exhibitor branding and product names may be included. These are short presentations, no longer than 50-minutes. Exhibitor demos will take place in the Presentation Park area on the Exhibit Hall Floor.
- **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.
- 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.
- 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.



## Conducting Threat, Risk, and CPTED Assessments in the 21st Century

Understanding the concepts that form the core of any security system is essential to forming a successful strategy for protecting today's businesses. Learn the specifics of CPTED principles, design, and concepts; physical security devices, deterrents, and concepts; crime risk management; and crime displacement and threat assessments.

NOTE: This session had the highest attendance at ASIS 2014.



## Global Threats Overview

With the constant barrage of global news about political turmoil, terrorism, and anti-American sentiment, it is hard to know where real threats to the U.S. private sector are. By focusing on major international developments that occurred throughout 2014 that threatened stability and U.S. entities overseas, companies and governments can uncover specific individuals and groups sowing discord abroad and can forecast where troubled areas may emerge in 2015. Conclusions lead to best practices for travelers and reliable resources for actionable information.

NOTE: This session had one of the highest attendance at ASIS 2014.

## Insider Threat Program Model, Part 1: Best Security Practices from Government and Industry

Every business has its own "crown jewels," which provide an edge in a highly competitive global market. What would happen if the company lost its edge through internal theft or sabotage? Learn how to safeguard a company's proprietary, sensitive, and government-provided information from unauthorized disclosure by deterring, detecting, and defeating employee insider threats. This two-part session presents a scalable program derived from government and industry best practices to counter the insider threats. Part 1 introduces the Insider Threat Program Model and describes its educational and operational components.

NOTE: This session had one of the highest attendance at ASIS 2014.

## 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. Reluctant 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



**2015 Timeline**  
*Dates Subject To Change*

**February 19**

- ▶ Submit your completed proposal to
- ▶ <http://bit.ly/ASISCallForPresentations>

**February 10 – March 6**

- ▶ Online review and selection committee meeting

**Week of April 1**

- ▶ All proposals speakers will notified of status



**2015 Timeline**  
*Dates Subject To Change*

**Week of April 6**

- ▶ 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 2015

## Other Call for Presentations

2015 Asia Pacific – Singapore

- ▀ Opens December 2014, Closes May 2015

2016 Middle East – Dubai, UAE

- ▀ Opens February 2015, Closes July 2015

2015 Europe – Frankfurt, Germany

- ▀ Closed

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

## Questions?

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